

# *Southern* **BUILDING SUPPLIES**

**JANUARY, 1955**

**SERVING DEALERS**



**AND WHOLESALERS**

## **OUR BILL OF GOODS**

**Program and Exhibitors  
at Southwestern Convention**

**P. O. System Pays Off**

**Your Income-Tax Rights**

**Making More Glass Sales**

**Farmers Like Grass Display**

**One Carload Price for All?**

**Contents on page 3**

**11,800 Copies This Month**



***New Trends in Home Design – page 27***

***Public Relations at Front Door – page 29***



# Now! Top-to-Bottom Tighter with exclusive **BURNS** Super *Live Wire* Tension!

## Only **BURNS** ALUMINUM TENSION SCREENS

Made in the South for southern homes, Burns Live Wire Tension Screens offer to dealers a fast moving item that means easier turnovers at greater profits.

★ New, locking type top-brackets hold tighter under tension. Will not come out when bottom is loose for window washing.

★ Stronger, wider bottom bar gives greatest area of adjustment of any screen (over 1") will not buckle or bow under tension.

Buy Better  
Burns

A new and improved Burns aluminum Live Wire Tension Screen with catch that locks tight and stays tight, plus greater adjustment area add to the many other advantages of BURNS Screens, for customer satisfaction.

1. EASY TO INSTALL! Installed in 5 minutes with a screwdriver and a pencil!
2. SUPER TENSION! Tight as you please!
3. EASY TO OPEN! A flip of a finger releases catch and it's open!
4. NO RUST OR STAINS! Always bright and new looking!
5. EASY TO STORE! For unhampered winter view. Individually packed. Carton serves as convenient winter storage.
6. FULL MARK-UP! Full price mark-up and dealer protection mean more profits to dealers!
7. DEALER AIDS! Attractive newspaper mats and statement stuffers help increase traffic in your store!



**BURNS MANUFACTURING COMPANY**  
LOUISVILLE, GEORGIA

# Hawkins...

## *Richly-decorative*

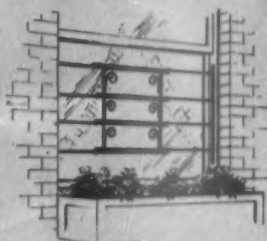
### ORNAMENTAL IRON

Hawkins handsome porch columns, valances and brackets come in a variety of designs suitable for easy installation anywhere. Height is adjustable.

Hawkins adjustable railings and panels are well-designed, sturdy and easily installed. Railings will fit steps of any pitch. For economy jobs, stock Hawkins Thrift-T-Rail.

## *means easy profits In Iron Products*

Sales are simplified with Hawkins' complete line of stock iron items. Prompt, over-the-counter service can be given with the assurance that Hawkins iron products are easily installed on any house. It took years to build Hawkins' reputation for quality iron work. Let that quality create greater customer satisfaction for you.



### WINDOW GUARDS

Everyone wants this protection from intruders for his wife and loved ones! Hawkins' window guards have many exclusive features:

- 1) Easily removable from the inside in case of fire.
- 2) Quickly adjustable to any window width and installed without screws in a few minutes.
- 3) Attractive in appearance with any style architecture.



### All-Metal HIDE-A- STAIR

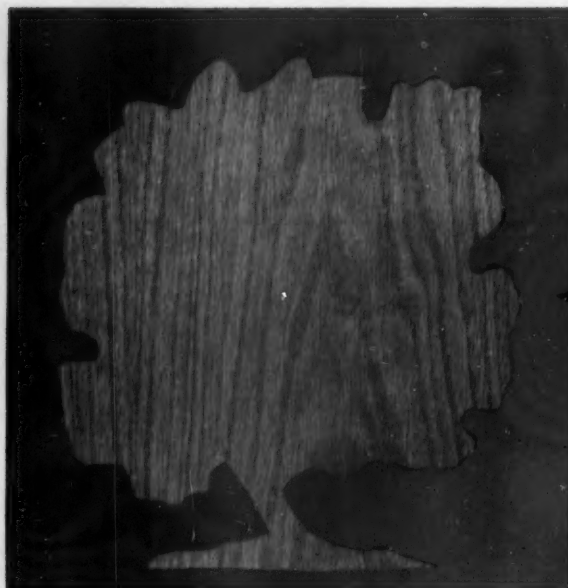
- Fingertip action raises and lowers stair
- Packaged ready to install—fits different openings
- Precision built with steel hand rail, non-skid treads and other safety features.
- Meets all FHA requirements.

*It's easy to order Hawkins Products, Too.  
Write for our New Catalog.*

## HAWKINS IRON CO., INC.

P. O. BOX 670  
315 NORTH FOURTH STREET  
BIRMINGHAM, ALA.

**DISPLAY** *is the way . . .  
to sell today*



These **HARDWOOD PLYWOOD** panels, both the beautiful native woods and the exotic foreign woods, are now available from Atlanta Oak's stocks:

- White and Red Oak
- Black Walnut • Blond Limba
- Red and White Birch
- African Mahogany • White Maple
- Red Cherry • Gaboon Mahogany
- White Ash • Natural Gum



## **ATLANTA OAK FLOORING CO.**

General Offices and Plant • ATLANTA, GEORGIA

CHATTANOOGA, TENN. • CHARLOTTE, N. C. • JACKSONVILLE, FLA. • MIAMI, FLA.

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Yes, our "plywood tree" is growing . . . beautiful **HARDWOOD PLYWOODS** have been added to Atlanta Oak's plywood line.

The distinctive natural hues of **HARDWOOD PLYWOOD** offer designers, craftsmen and Do-It-Yourselfers a wealth of tone and color without the use of special stains, tints or finishes.

**HARDWOOD PLYWOOD**, available in an easy-to-use form at moderate cost, finishes easily into a smooth, satiny luster and texture found only in genuine wood.

In keeping with that touch of natural beauty so highly favored by today's style trend, **HARDWOOD PLYWOOD** lends the warmth and beauty of natural wood to paneled walls, cabinets, furniture and fixtures.



# Southern BUILDING SUPPLIES

JANUARY, 1955

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Sizes for any  
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TENSION-tite aluminum  
screens fit all wood double-  
hung or jalousie windows.

### Built-in



Assures fast, mistake-proof  
installation. Screen is cor-  
rectly centered at all times.

### Put up with only 5 screws

The five screws (six on  
screens wider than 3'-0") are  
inserted in seconds. No  
loose hardware—no lefts or  
rights.



There is never any painting,  
rust or staining with TEN-  
SION-tite screens. They are  
made entirely of aluminum.

\* TENSION-tite screens are superior  
in many ways... for example:

FEATURES	TENSION-tite	SCREEN A	SCREEN B	SCREEN C
<b>ADJUSTABLE TENSION</b> Tension does not depend on springs.	YES	NO	YES	NO
<b>SELF-CENTERING</b> Screen cannot slide to right or left when opened.	YES	NO	YES	NO
<b>NON-BOWING BOTTOM BAR</b> Center clip provided on all wide screens.	YES	NO	NO	NO
<b>PRE-ATTACHED HARDWARE</b> Nothing to lose. No lefts or rights to install.	YES	NO	YES	YES
<b>NO LEVERS</b> Children play with tension levers; frequently snap them off.	YES	NO	NO	NO
<b>FASTENS TO SILL</b> No danger of splitting vertical blind stops.	YES	NO	NO	NO
<b>CAN BE PUT UP FROM OUTSIDE</b> If upper sash is stuck or nailed.	YES	NO	NO	NO

TENSION-tite screens are made exclusively of Alcoa and Reynolds aluminum.



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Published in the interest of better and more economical building construction.



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Sunset View, a sub-division of 100 homes in Southwest St. Louis County, part of a 400-home McNeary development.

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equipped with **MONARCH METALANE WEATHERSTRIP**

"I've built over 200 houses using these window assemblies, and we're going to start 242 more soon. If I tried to put all those frames and windows together, I'd need another half-dozen men. Then, maybe they wouldn't be busy 100% of the time, but I'd still be paying them. And I figure I'd be paying for some material we wouldn't use. Besides that, I don't think the windows we'd make on the job would be near as well built. That's why I use them; they make more money for me."

Millions of other projects on which Builder, Dealer and Jobber have profitably worked together, have proved that precision-built, ready-to-install Complete Window Units benefit everyone—they eliminate costly on-site assembly and prevent the waste of materials—handling cost is greatly reduced for the Dealer, and his inventory investment is kept at a minimum—and the Owner gets more for his money in sounder, more satisfactory construction.

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# association directory...

Associations serving Building Supply Dealers in  
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by SOUTHERN BUILDING SUPPLIES

**Alabama Building Material Exchange** — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: Peter Fyfe, Birmingham, Ala.

**Arkansas Association of Lumber Dealers** — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Robert R. Stair, Little Rock, Ark.

**Building Material Merchants of Georgia**—1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. EM 5609. President: Allen Johnson Sr., Albany, Ga.

**Carolina Lumber and Building Supply Association** — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-5541. President: W. M. Spurrier, Charlotte, N. C.

**Florida Lumber and Millwork Association** — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: Ray C. Tylander, West Palm Beach, Fla.

**Kansas Lumbermen's Association**—Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: Henry C. Wildgen, Holsington, Kas.

**Kentucky Retail Lumber Dealers Association** — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: H. L. Shannon, Henderson.

**Louisiana Building Material Dealers Association** — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Shelby Hill, Monroe, La.

**Lumbermen's Association of Texas** — 304 First Federal Savings Bldg., Austin, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Harvy L. Richards, New Braunfels, Tex.

**Middle Atlantic Lumbermen's Association**—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377. President: W. R. Lamar, Washington, D. C.

**Mississippi Retail Lumber Dealers Association** — 607 North State Street, P. O. Box 1968, Jackson 115, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Sam Simmons, Grenada, Miss.

**National Retail Lumber Dealers Association** — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Watson Malone III, Philadelphia, Pa.

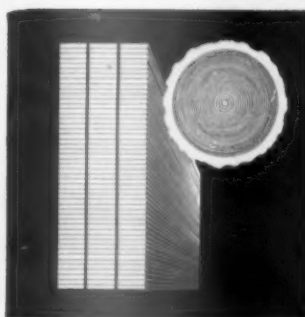
**Oklahoma Lumbermen's Association** — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel.: 7-0338. President: Alfred L. Leonhardt, Oklahoma City, Okla.

**Southwestern Lumbermen's Association**—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2265-6. President: Sam M. Arnold, Kirksville, Mo.

**Tennessee Building Material Association**—711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Abner U. Taylor, Jackson, Tenn.

**Virginia Building Material Association** — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Forrest G. Brice, Ashland, Va.

**West Virginia Lumber and Builders Supply Dealers Association**—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: George W. Kelly, Charleston, W. Va.



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Latest, greatest time-saver for weathertight cedar shake sidewalls. Save 2/3 on application costs. Each 16" x 46 3/4" unit consists of Shakertown factory-stained shakes bonded to asphalt-impregnated backer board. Only 22 units cover 100 sq. ft. at 14" exposure. Packed 11 units per carton, in 12 preferred colors.



## PERMA STAIN FOR SHINGLES

Has balanced capacity to penetrate for preservation and cover for protection against exposure. Especially formulated for shingles and shakes, twelve colors.

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Finest quality cedar shakes with deep-grooved surface. Factory-stained, machine brushed and squared for uniform color and weather-resistance. Packed one square per carton; 12 decorator-selected colors to blend perfectly on new homes or remodeling. America's most imitated sidewall material.



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Ideal for remodeling and modernizing. Smooth-surfaced cedar shingles, factory-stained with a balanced blending of finest oils and pigments. In twelve colors; packed four cartons per square at standard roof exposure. High weather protection, extra insulation and lasting economy.



the most  
profitable  
line you can sell...

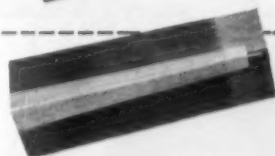
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**CALIF., Montebello:** Structural Mtl. Co. Oakland: L. K. Bishop & Co. San Diego: American Products.

**COLO., Denver:** Denver Wood Products Co.

**CONN., Hartford:** Bondik & Co. New Haven: National Bldg. Supplies. Stamford: Plainville: Igoe Brothers, Inc.

**DELA., Bridgeville:** J. A. Porter Lmbr.

**FLA., Jacksonville:** Southern States Iron Roofing Co.

**GA., Atlanta, Savannah:** Southern States Iron Roof. Co.

**ILL., Blue Island:** Illinois Wm. Danville: Eagle Lmbr. Dirs. Franklin Park: Reserve Supply Coop. Corp. Libertyville: Wolf Distr. Co. Peoria: Lumberyard Suppliers.

**Chicago:** Chicago & Riverdale Lmbr. Quincy: Mid-Products Co. Springfield: BHM Bldg. Mtl.

**IND., Evansville:** Indiana Whims. Ft. Wayne: Indianapolis: Inland Distrib. Marlen, LaFayette: Eagle Lumber Dirs. So. Bend: Inland Distrib. Bob Kane White. Terre Haute: Wabash Valley Lmbr.

**IOWA, Cedar Rapids, Davenport, Fort Dodge, Des Moines, Waterloo:** Tip Top Distributing Co. Dubuque: A. Y. McDonald Mfg. Co.

**KANS., Wichita:** Walling Shash & Door Company.

**KY., Louisville:** Southern States Iron Roofing Co.

**LA., New Orleans:** Southern States Iron Roofing Co.

**MD., Baltimore:** Dealers Warehouse Supply Co.

**MASS., Worcester:** Reed & Co.

**MICH., Bay City:** E. E. Anderson. Detroit: Eastern Michigan Distrib., Tappan Bros.

**Grand Rapids:** Evans & Retting Company. Lansing: Schultz, Snyder & Steele

**MINN., Duluth:** Marshall Wells Co. St. Paul: Lampert Lmbr. Co. Marshall Wells Co.

**MO., Cape Girardeau:** Cape Supply Co. Kansas City: Timberline, Inc. St. Louis: Lumberyard Supply Co.

**MONT., Billings:** Marshall Wells Co.

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**Rehoboth:** Harding Sup. Co. Utica, Norfolk: Robt. H. Mayer, Inc.

**N.J., Hawthorne:** Neptune, Newark, Washington: Igoe Brothers. Trenton: Central Jern. White.

**N. CAR., Raleigh:** Southern States Iron Roofing Co. Wilmington: Becker Bldg. Sup.

**OHIO, Alliance:** Clem Lmbr. Co. Cincinnati: Acme Shash & Door. Cleveland: Reserve Lmbr. Co. Kluener Supply.

**Columbus:** Palmer-Donavin Mfg. Dayton: Glen City Planning. Lima: Eagle Lmbr. Dirs. Palmer-Donavin Mfg. Marion: Lumbermen's Supply, Inc.

**Toledo:** Mauck-Hankins, Inc. Warren: Warren White Supply.

**OKLA., Tulsa:** Tulsa Pacific Wholesale Lumber Co. Oklahoma City: Souther Shash & Door.

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**Pittsburgh:** Wm. T. Leggett Co. Primos: Dressel Heating Co.

**Williamsport:** Rose-Garman Co. York: Union Roof & Paper.

**R.I., E. Providence:** Reed & Co.

**S. CAR., Columbia:** Southern States Iron Roofing Co.

**S. DAK., Rapid City:** Knecht's Lumbermen's Supply.

**TENN., Chattanooga:** Tennessee Bldg. Spec. Memphis, Nashville: Southern States Iron Roofing Co.

See CLASSIFIED TELEPHONE DIRECTORY for List of Dealers

**TEXAS, Austin:** Caladen Lmbr. Dallas: Harris Bldg. Mtl. Houston: Shakertown Distrib. Ft. Worth: Central Bldg. Prod. Waco: Woodrow Colley Lumber & Supply Co.

**UTAH, Salt Lake City:** General Bldg. Supply.

**VA., Arlington:** Dealers Warehouse Supp. Portsmouth: City Supply Co. Richmond: Southern States Iron Roofing Co.

**W. VA., Parkersburg:** Wholesale Distr. Woodling Building Products Supply Co., Inc.

**WISC., Green Bay:** Lumber Dirs. Supply. LaCrosse: Griffin White. Madison: McKee White. Milwaukee: Lumber Dirs. Serv. Sheboygan Falls: Falls Dirs. Supply. Wausau: Wausau Supply Co.

**COMPLETE STOCKS**

**FINEST PLYWOODS**

**GREATER ECONOMY**

**QUICK SERVICE**

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**13. Sash Balance.** New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

**15. Plastic Tileboard.** New color chart shows three patterns and 10 colors of AFCC Prefinished Wallpanels. Another booklet pictures various metal trims and mouldings. A new "How to Install" booklet, as well as a consumer product folder is also available. The A&F Tileboard Co., Inc., Box 4085, Alexandria, La.

**19. Metal Moldings.** A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

**23. Heatilator Fireplaces.** Illustrated booklet gives complete information on famous Heatilator unit. Describes the many advantages of the steel fireplace form including smokeless operation, heat circulating feature. Builders are assured of perfect operation—never plagued with com-

plaints. In many areas Heatilator Fireplace is the only source of heat needed in the home. Heatilator, Inc., Syracuse, N. Y.

**29. Awning Windows.** Illustrated Catalog No. 102 gives size schedule, specifications and construction details on Gate City Wood Awning Windows. Complete dealer information is available on request. Write the Gate City Sash & Door Co., P. O. Box 901, Fort Lauderdale, Fla.

**47. Flexboard.** A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

**55. Wallboards.** Samples and descriptive literature available on Plastergon Duo-Tone and Perfect-O-Cell fibre wall boards, along with Lock-aire decorative and sheathing insulation boards. The Plastergon Wall Board Co., Philadelphia Ave., Buffalo 7, N. Y.

**63. Home Insulation.** A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

**65. Rock Wool Insulation.** Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

**85. Farm Book.** New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

**87. Outdoor Fireplaces.** A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13905 Miles Avenue, Cleveland, Ohio.

**95. Paint Thinner.** Tandrotine — a pleasant-smelling, non-toxic paint thinner—is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

**107. Red Cedar Shingles.** A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

**117. Southern Pine Lumber and Oak Flooring.** Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring.

(Continued on page 11)

## SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City & State \_\_\_\_\_

January, 1955

Circle numbers below. Bulletins and catalogs will be mailed promptly.

3	13	15	19	23
29	47	55	63	65
85	87	95	107	117
141	143	161	163	165
201	203	229	233	239
263	265	275	277	279
285	287	289	291	293
297	299	301	303	305
307				

## Douglas **FIR PLYWOOD ASSOCIATION**

1119 A Street, Tacoma 2, Washington

### An Open Letter to Lumber Dealers:

First, I want you to know fir plywood manufacturers have the biggest backlog of orders in history...over 525,000,000 feet at the moment this letter was written.

Second, jobber stocks are very low, due largely to the long strike last summer. Plants must have 60 to 90 days to ship on new orders.

Third, we foresee another boom construction year in 1955 with over 1,200,000 housing starts. And more and more plywood goes into every house.

In view of these circumstances, I highly recommend that you place your orders now for your spring fir plywood needs. This year if you delay ordering, I'm afraid you will lose business two or three months hence because you don't have plywood.

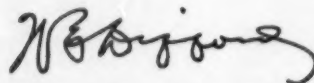
As a matter of fact it would be wise, in my opinion, to stock 50% to 100% more fir plywood this spring than you normally do.

This is especially true in 1955...the 50th anniversary of fir plywood. You will see the greatest fir plywood consumer advertising program ever in this Golden Jubilee Year to bring more buyers into our yards.

As always, these sales-building plywood campaigns will tell consumers and contractors over and over: "See Your Lumber Dealer!"

This is the best advice I can offer you based on the facts as I see them. And remember...you can't do business from an empty wagon.

Sincerely yours,



W. E. DIFFORD  
Managing Director





W. J. Word Lumber Co., Scottsboro, Alabama.

**141. Steel Casement Windows.** Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows are Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

**143. "How-ell-dor" Sectional Doors.** Attractive new 8-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional uplift residential and commercial garage doors. Technical data also supplied for "How-ell-dor" accessories and electric operators. The Howell Mfg. Co., 7206 Hasbrook Ave., Philadelphia 11, Pa.

**161. Ready-Trimmed Window Units.** Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

**163. Perimeter Heating.** Informative folder describes correct method of laying clay pipe for warm air heating ducts. Gives sizes and specifications of pipe required as well as plan for model system. To obtain, write: W. S. Dickey Clay Mfg. Co., 922 Walnut Street, Kansas City 6, Missouri.

**165. Window Sash Balance.** Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial St., Rochester 14, N. Y.

**201. Laminated Panels.** Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plankweld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., 55 West 44th St., N. Y. 36, N. Y.

**203 Fiber Glass Insulation.** A new booklet, "Fiberglas Insulations for Light Construction," includes design and application data on Fiberglas roll blankets, batt blankets, pouring wool, perimeter insulation, and utility batts. It also gives information on condensation, ventilation, and other insulation design considerations. Owens-Corning Fiberglas Corp., Toledo 1, Ohio.

**229. Awning Windows. Storage Cabinets.** Two new booklets in full color and illustrated throughout describe these outstanding Bilt-Well Products. Sketches and photos show Awning Windows flexibility and characteristic features for beauty and ease of operation. Bilt-Well Cabinets are attractively presented for use throughout the home. Carr, Adams & Collier Co., Dubuque, Iowa.

**233. Western Pines Home Interiors.** 24-page booklet with eight full-color pages shows interiors of all rooms finished in knotty and clear paneling of Western Pine. Western Pine As-

sociation, Yeon Building, Portland 4, Oregon.

**239. Aluminum Tension Screens.** A descriptive catalog sheet and an envelope-size folder tell how new Burns screens offer the advantages of both aluminum and tension-type design. Sketches show how easily the screens are installed, stored, and how they maintain tension through the years. Burns Manufacturing Co., Louisville, Ga.

**263. Latex Wall Finish.** Colorful booklet on custom color service from a basic white stock at point of sale. Color service involves no extra cost to dealer or customer. Patterned after Seidlitz's patented Multitint process for marketing a full color range in eleven oil base products with no color investment. Seidlitz Paint & Varnish Co., P. O. Box 37, Kansas City 10, Mo.

**265. North Idaho Spruce.** Illustrated literature, specifications and finishing instructions for North Idaho Engelmann Spruce, the scientifically kiln-dried improved spruce that makes an ideal wood for interiors, furniture, cabinets and exteriors. Pack River Sales Co., P. O. Box 64, Spokane, Wash.

**275. Preservative for Wood.** Colorful booklet is actually manufacturers' section of Sweet's Catalog — Light Construction File. Directions for applying by brush, spray, or dipping lumber is covered thoroughly, and recommendations for the use of a preservative on "Danger Spots" will be helpful to dealers, builders and architects. The Coppo Company, Inc., 2342 So. Lauderdale, Memphis, Tenn.

**277. Colonial Corner Cabinets.** Brochure and prices on the thoroughbred line of corner cabinets. Authentic Colonial reproductions in a wide range of styles and sizes plus the new Gregg Westchester designed for ranch homes. Gregg & Son, Inc., Framingham, Mass.

**279. Built-Ins With Plywood.** Outstanding designs for plywood built-in features from Special Awards Competition of "Better Living Home" house design contest are featured in the booklet "A Portfolio of Architectural Designs for Plywood Built-Ins." Available from Douglas Fir Plywood Association, Tacoma 2, Washington.

**285. Panel Windows.** A new folder shows models and sizes of National Woodworks panel windows. Unit dimensions for rough wall openings are given for group, single, and ribbon units. National Woodworks, Box 5416, Birmingham 7, Ala.

**287. Rosboro Lumber.** "The Story of Rosboro" is a new booklet that tells the history and aims of this producer of Western woods. Photographs show logging operations, aerial view of the plant, and other steps involved in producing Rosboro kiln-dried lumber. Rosboro Lumber Co., Springfield, Ore.

**289. Folding Doors.** A new presentation booklet covers advantages of an advertising material for Veniflex folding doors. Color chips show finishes available. A chart lists prices and shipping weight for various models and sizes. Consolidated Gen-

eral Products, Inc., Dept. SBS, P. O. Box 7425, Houston 8, Tex.

**291. "America's Finest" Doors.** A free descriptive folder outlining the advantages of the Paine REZO hollow core flush door, which is available in any type of wood and can be custom-built to fulfill any decorative design imaginable for either interior or exterior use. Paine Lumber Co., Ltd., P. O. Box 360, Oshkosh, Wis.

**293. Precast Stone.** "Heather Stone Makes A Home Out of Your House" is a new salesman's manual that helps teach how to sell precast stone jobs. It tells what the product is, what it does. A colorful consumer folder, showing interior and exterior Heather Stone applications, also is offered. Southern Heather Stone Sales Corp., 1417 Liberty St., N.E., Winston-Salem, N. C.

**297. Wood Preservative.** Celcure processed lumber and wood preservative are the subject of a brochure and three pamphlets, "Processed Lumber," "Here's an Easy Way to Make Lumber Last Years Longer," and "How to Build a Long Life Fence at Low Cost." American Celcure Wood Preserving Corp., 1074 East 8th Street, Jacksonville, Fla.

**299. SSIRCO Building Products.** Illustrated literature, newspaper advertising mats, instruction sheets, and price lists are available on roofing, siding, plywood, wallboard, insulation, garage doors, and screening. Advertising Department, Southern States Iron Roofing Co., P. O. Box 1159, Savannah, Ga.

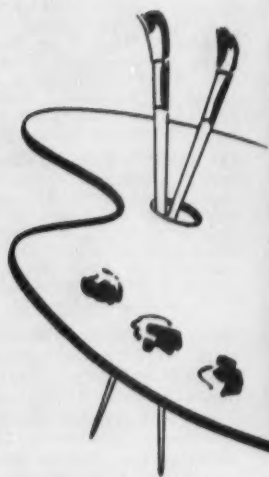
**301. Aluminum Siding.** Complete data on permanent siding for all types of buildings is available in the new Lifetime Aluminum Weatherboard Specification Manual and Application Instructions. Lifetime Industries, Inc., 629 Bergman Avenue, Louisville 3, Kentucky.

**305. Metal Lath. Accessories.** Catalog shows photographs and gives descriptions Alabama metal lath and accessories. Two other brochures are offered to dealers—one giving specifications on hollow wall steel studs and the other on casing beads. Alabama Metal Lath Co., Inc., P. O. Box 992, Birmingham, Ala.

**303. Wood Preserving Process.** TaCo-Wood and the new process by which it is preserved is explained in a dealer folder. Actual photographs of TaConized and non-preserved wood are shown for comparison. Longleaf Lumber Co., Inc., 1094 Huff Road N. W., Atlanta, Ga.

**307. Clear Wood Preservative.** New brochure explains how Coppo zinc naphthenate and copper naphthenate wood preservatives are brushed, sprayed, or applied by dipping to make wood last longer. It is used on the job to protect outside door frames, stairs, cellar doors, exposed rafter ends, and a long list of other "danger spots." Catalog and price sheet also offered. The Coppo Co., Inc., 2342 S. Lauderdale, Memphis, Tenn.

# PALCO Architectural Quality Redwood



**COMBINES DECORATIVE VERSATILITY WITH FUNCTIONAL EXCELLENCE  
in exterior or interior design**

As a trim or basic structural element, *Palco Architectural Quality Redwood* combines the inherent elements of good design flexibility with practical functional requirements. Richness of color and grain contrast or compliment a galaxy of tones in companion materials and landscapes. Or it will take and hold paints and other finishes beautifully. Dimensional stability, ageless defiance of weather and deterioration, and ease of workability make it suitable for almost every structural application. The controlled uniform quality of *Palco Architectural Quality Redwood* offers an added premium in value—at no extra cost. For the finest in decorative versatility and functional excellence, specify *Palco Architectural Quality Redwood*.

**PALCO Redwood is tops  
in ALL these qualities**

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability



## THE PACIFIC LUMBER COMPANY

*The best in Redwood—Since 1869*

Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

# RANDOM

# LENGTHS

Comment

on

Industry

News

and

Trends

**THE AMERICAN PEOPLE** in 1955 will have the opportunity to try again what many have craved for at least a decade, if not two. That is for private enterprise to undertake a maximum amount of the production and financing of commodities and construction.

Government is pulling out of private business in more and more fields. The military has already stopped sawmilling, and hopes soon to get out of ice-making, cement-making, tire-retreading, and shoe repairing. It also may stop baking, making clothes and paint, roasting coffee, baling scrap, and operating movies. Uncle Sam can get these services cheaper from private firms.

**"Fannie Mae"**—the newly-rechartered Federal National Mortgage Assn.—this month is going to sell \$500 million in notes to private investors. Fully taxable, the notes will not be guaranteed by the U. S. Government. However, the Treasury will lend FNMA any money needed to pay them off. The Housing Act of 1954 requires this agency to finance its secondary mortgage-financing operations through private funds to the greatest extent.

Another straw in the "freer economic winds" is the gradual return by the government to private utility financing and operation. On President Eisenhower's personal orders, TVA officials are cooking up a scheme for building more power plants without obtaining the funds from Congress. The controversial Dixon-Yates contract to furnish AEC electric power is another phase of this "emancipation of private enterprise."

**A NEW WAY TO GIVE LUMBER DEALERS** valuable knowledge and training in the more economical specification and efficient use of lumber and wood products has been proven at the U. S. Forest Products Laboratory in Madison, Wis. Sixteen Wisconsin dealers recently completed a four-day course at the laboratory which was arranged and sponsored by the Wisco Hardware Co., a dealer-owned wholesaler of building materials in five midwestern states.

This novel course consisted of laboratory work and lectures on the structure and properties of wood; seasoning and handling of lumber products; preservation and painting of wood; manufacturing and grading practices, and current construction problems.

One dealer testified that laboratory staff members presented even the most complicated subjects so they were easily understood. Another dealer said that, although he had previously studied forest products technology at an industrial insti-

tute, this FPL course helped to understand problems that had not been made clear to him before.

**IS HARDBOARD A WOOD OR PAPER PRODUCT?** This versatile material is now classified for tariff purposes as a paper product. But the Hardboard Assn. maintains it is a wood product and consequently should be so classified. If hardboard is reclassified as a wood product it would become subject to higher import tariffs, and thereby lessen the competition of foreign shipments.

Incidentally, the hardboard industry's present-day growth began on leftovers from sawmills and plywood plants. The hardboard output—from 12 "true hardboard" plants—last year shot above the billion-foot mark.

**WHEN SECRETARY OF LABOR MITCHELL** recently expressed opposition to state "right to work" laws at a union convention, he confronted American people with a serious challenge to their liberties. The National Assn. of Manufacturers quickly challenged the propriety and ethics of Mitchell's position in an "Industry's View" bulletin entitled "Do We Have the Right to Work?"

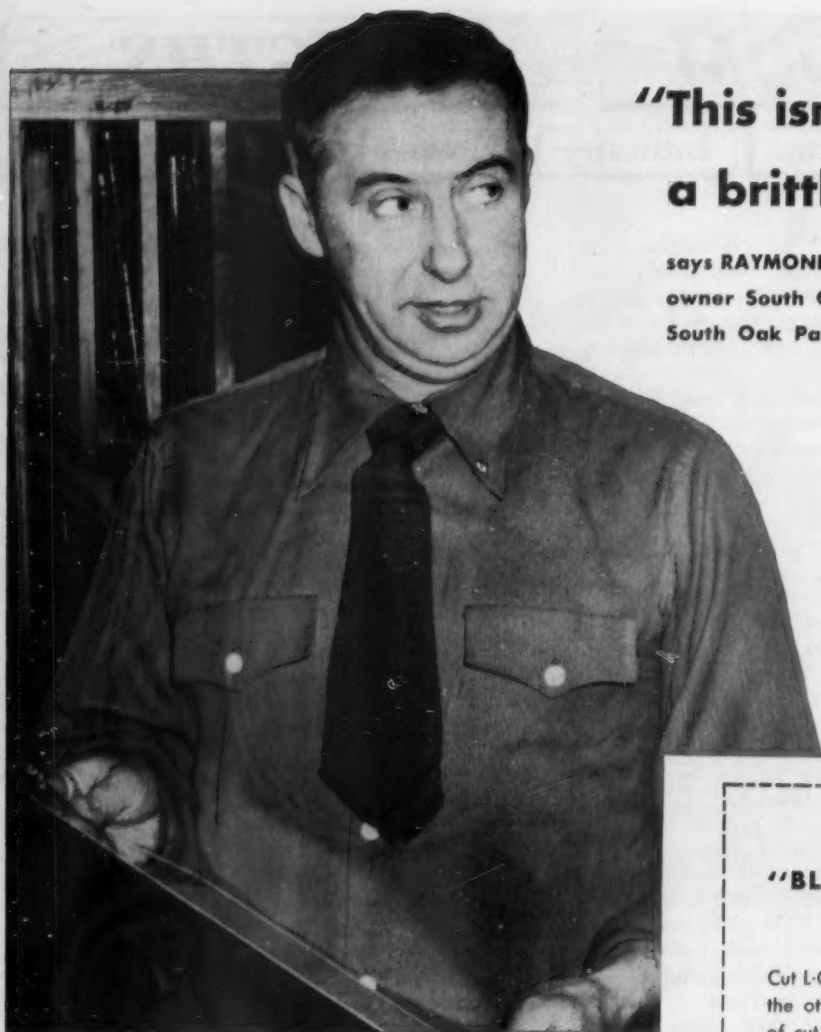
NAM's new president, Henry G. Riter III, who is working president of Thomas A. Edison, Inc., hit at the heart of the issue when he explained:

"There is nothing more important to an individual than earning a living. When a man's opportunity to earn that living is abridged by compulsory unionism, he is deprived of one of his most basic and vital human rights. There is no other area of American life in which a citizen is denied freedom of choice."

**ANOTHER WAY THE EISENHOWER ADMINISTRATION** is restoring Federal government to its proven practical functions is the return of "grass roots" authority and direction of programs and services to field personnel. To improve efficiency, promote economy and public convenience, and achieve closer program coordination, the field office operations of the Housing and Home Finance Agency recently were reorganized.

In the regional HHFA set-up, Maryland, Delaware, the District of Columbia, West Virginia, and Virginia will be served from the Region II office at Philadelphia. From Region III headquarters in Atlanta, the states of Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Alabama, Mississippi, and Florida will be served. Kansas, Missouri, Arkansas, Louisiana, Oklahoma, and Texas will look to the Region V office at Fort Worth for guidance, direction, and aid.





**"This isn't  
a brittle cut,"**

says **RAYMOND J. McGRATH**,  
owner **South Oak Park Hardware**,  
**South Oak Park, Ill.**

**TRY THE  
"BLINDFOLD TEST"  
YOURSELF!**

Cut L·O·F first, last or in-between the other brands. Run any kind of cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities. And send for your free booklet—"For Greater Profits in Window Glass". Write Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

Mr. McGrath had just finished test-cutting four well-known brands of single-strength window glass. These brands were identified only by letters—A, B, C and D. He didn't know which was which until *after* he'd picked the one that was easiest to cut.

He picked brand "C" every time—and "C" was L·O·F. Twenty-eight out of thirty dealers who took this test picked L·O·F.

"L·O·F glass feels softer to the cutter," said Mr. McGrath. "The cutter runs free and easy—and the glass breaks quicker and easier, without any chips."

L·O·F Window Glass is easiest to cut into big pieces or little pieces. It's easiest to cut into angled or curved pieces. You can even cut off narrow strips with a light, easy stroke.

L·O·F cuts easiest because it is annealed more slowly, more patiently. That makes it less brittle and more "even" in structure—so it's a safer buy for your customers, too.



**LIBBEY·OWENS·FORD** *the easy-to-cut* **WINDOW GLASS**





# KOROSEAL

WEATHERSTRIPPED FOR

## WINTER COMFORT



Here's a winner! Ualco's converted the jalousie for all-climate, all-weather use by using Koroseal to insure weather-tight closure. Now—this unique window style can be installed satisfactorily in all climates! Now—no matter what your location, you can build sales with this popular new window!

### SELL THE JALOUSIE THAT'S FULL OF SUPERIOR FEATURES —

UALCO WINDOWS ARE UNCONDITIONALLY GUARANTEED AGAINST DEFECTIVE MATERIALS AND WORKMANSHIP

# Ualco

U-AL-CO

## JALOUSIES



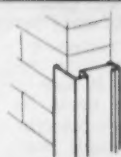
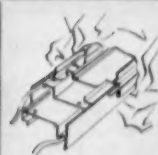
Extruded aluminum frame never rots, rusts, warps, or needs painting.

Glass louvers can be crystal, obscure, plate, heat-absorbing, colored.



Small, easy-operating Louver Lock secures louvers in any position.

Available in KD or assembled units. KD units save space; are easily assembled.



Integral fin takes brick fin and fin trim. Wide areas filled by mullioning-on.

#### WAREHOUSES AND SALES OFFICES:

Atlanta, Ga.; Chicago, Ill.; Dallas, Tex.; Denver, Colo.; Memphis, Tenn.; New York, N.Y.; Cincinnati, Ohio; St. Louis, Mo.; Springfield, Mass.

SOUTHERN SASH SALES & SUPPLY CO. • SHEFFIELD, ALABAMA

**Ualco**  
U-AL-CO

World's Largest Manufacturer of Aluminum Windows  
**THE COMPLETE LINE**



AWNING



HOPPER



PROJECTED



TWINSUL



DOUBLE HUNG



RANCH WALL



AWNING HOPPER



PIVOTED



UTILITY



SELECT A VENT



CASEMENT



JALOUSIE

#### MAIL THIS COUPON NOW!

#### SOUTHERN SASH SALES & SUPPLY CO.

810 Twentieth Street, Sheffield, Alabama

Gentlemen: Dept. 585

Please rush technical data and prices.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



# supply & demand



## Southern States Pace Population, Business Rise

Rapid growth of Southern and Southwestern states in the last five years in both population and number of businesses points to continued high building activity in this sunny region.

During the past five years, according to a Kiplinger study reported in the December 24 *Kiplinger Washington Letter*, the national average growth in population was 6%. The growth in number of businesses was 4%.

Individual Southern and Southwestern states fared thus:

- Alabama—businesses up 15%.
- Delaware—population up 14%.
- Florida—population up 26%; businesses, 23%.
- Georgia—businesses up 18%.
- Kansas—businesses up 11%.
- Louisiana—population up 9%; businesses, 18%.
- Maryland—population up 9%; businesses, 13%.
- Missouri—businesses up 7%.
- Oklahoma—businesses up 10%.
- South Carolina—businesses up 13%.
- Texas—population up 9%; businesses, 13%.
- Virginia—population up 6%; businesses, 8%.
- D. C.—population up 7%; businesses, 5%.

The depression dearth of babies in the 30's has cut back the number of marriages and young folks available for jobs for several years. The wave of births since the war will produce a tide of marriages in the early 60's.

As families continue to have extra children, the need for new and larger houses increases. It also increases the markets for home improvements and additions. As other houses get older and people enjoy high income, older houses will be remodeled and further expand the repair and improvement market.

## Biggest Building Year Forecast by All

Contrary to the situation a year ago when most economists and industry spokesmen forecast a drop in business conditions and construction, the outlook for this year is seen as better by all guessers.

Johns-Manville's Harold R. Berlin predicts that "money spent for new construction and modernization in 1955 may reach an all-time record of \$60 billion, surpassing 1954's record of \$54 billion." He anticipates mod-

ernization rising to \$20 billion and private residential new construction reaching \$15 billion.

Summarizing the 1955 construction outlook for the U. S. Chamber of Commerce, Armstrong Cork's Walter E. Hoadley Jr., of the subcommittee on construction statistics, stated that "practically every type of construction will advance, and every element of the construction industry will share in the continued expansion. . . . The prospective total (might go) as high as \$60 billion."

R. G. Hughes, president of the National Assn. of Home Builders, predicted in mid-December that the industry would provide 1,200,000 families new housing in 1954. He forecast "construction of perhaps as many as 1,400,000 housing units in 1955, barring a major reversal of today's economic conditions." The official Federal agencies' forecast for 1955 is 1,300,000 non-farm housing starts—approaching the 1950 all-time record of 1,396,000.

Hughes pointed out that a major problem facing the homebuilding industry in 1955 is the provision of good housing for minorities (Negroes, Japanese, etc.) Builders have been unable to obtain the financing needed to accomplish this objective. He sees some relief from the special assistance by FNMA in buying mortgages on minority housing, plus the uncovering of private funds for such by the Voluntary Home Credit Mortgage Committee.

## More Material Sales Anticipated by Makers

For all the construction and modernization in prospect, manufacturers of building materials are highly optimistic of providing the necessary materials. The U. S. Departments of Commerce and Labor anticipate a general shortage only in supplies of portland cement, due to extensive highway and institutional construction along with the homebuilding boom.

However, increasing use of certain other materials in building, including gypsum board, insulating board, and some grades and sizes of lumber, could find 1955 experiencing fairly extensive local shortages of these materials.

The year-end reports of various material producers and industries include these forecasts:

**Southern pine lumber** — "In anticipation of its own role in this construction boom, the industry is planning to step up production in the 12 states to over eight billion board

feet — several percentage points higher than the 1954 figure."

**Oak flooring** — the 1954 output was expected to surpass by 50 billion board feet the 1950 all-time record of 1,025,762,000 feet. Demand is expected this year to approximate or surpass the 1954 record.

**Combination windows** — largest producer estimates that 1955 consumer sales will rise \$20 million from 1954 to \$370 million, surpassing volumes of all other home improvement products, including air-conditioners, oil burners, venetian blinds.

**Aluminum building products** — head of major aluminum nail firm reports that "sales passed the \$500,000,000 mark in 1954 for first time and 1955 should see sales climb to \$600,000,000 or better" among booming aluminum items—nails, building corners, roofing, siding, complete structures.

**Translucent fiber-glass panels** — pioneer maker foresees sales rise from 30 million square feet in 1954 to 50 million in '55.

## Firm Lumber Prices and Supplies to Continue

With an early rise in the wage scale of workers on the West Coast inevitable, due to the strong demand for construction lumber, recent rises in prices appear likely to hold through the spring building season. Unseasonal mild weather permitted homebuilding in many areas to continue into the winter and respond to consumer acceptance of the easier mortgage terms.

The fact-finding committee appointed by the Washington and Oregon governors have recommended an increase of 7.5 cents an hour in lumber workers' wage scale. This would bring the floor up to that already paid by Weyerhaeuser of \$1.93 an hour. It would be effective January 1 and good through April, 1956, if management and unions accept the recommendation.

The National Lumber Trade Barometer before the holidays showed lumber mills across the nation producing 104% of the '53 output, with shipments up 14%, and orders up 20%. Southern pine paced the other species. Production was up 9%; shipments, 28%, orders 35%.

The National Lumber Manufacturers Assn. has launched a comprehensive survey to develop recommendations for producers and distributors to improve their market position in the building material field.

# Sell both big screen markets with one line of...

Cost-conscious builders and do-it-yourself homeowners are your two big screen markets. And Columbia-matic Tension Screens give you a genuine opportunity to sell both markets more easily, more profitably.

You sell frameless Columbia-matics with a minimum inventory... eight conveniently located factory branches provide prompt, fast delivery on all standard Columbia-matic sizes, and any special-order size. You stock only what you need—yet sell a complete line.

Patented automatic tension... durable all-aluminum construction... absolute insect protection... These are some of the features that make every builder and homeowner a buyer when you feature full-profit Columbia-matics.

## Columbia-matic TENSION SCREENS!



Ask for the self-selling demonstrator

### 1. Sell your homeowners!



These are the  
Columbia-matic features  
they go for:

**Patented Automatic Tension**—Patented spring-loaded bottom rail automatically puts right amount of tension on screening. Full-length screening can't sag or ripple... holds drum-tight to blind stops at all times for complete insect protection.

**Save time**—Easy to put up and take down from inside. Anyone can do it in seconds.

**Save work**—No more struggling with clumsy rigid frames or ladders. Flexible Columbia-matics have top and bottom rails only. Roll up for compact storage.

**Save money**—Columbia-matics cost no more than ordinary screens. Rustproof aluminum needs no painting, maintenance. No drip-stains on house.

Ask your distributor for Columbia-matics  
or mail the coupon now



### 2. Sell your builders!



Show them how Columbia-matics  
actually save them money  
over ordinary screens

**Easily installed** by unskilled labor—only 7 screws, no template.

**No fitting**—Columbia-matics are pre-cut to your specifications... perfect fit is assured.

**No painting**—Columbia-matics are all-aluminum.

**No callbacks**—Columbia-matics can't swell, stick, warp... won't drip-stain house siding.

The Columbia Mills, Inc., Dept. SB-1, Syracuse 2, N. Y.

Please send me complete information  
on Columbia-matic Tension Screens.

Name \_\_\_\_\_

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## ***"Financial Security Is Based On Savings..."***

**ARTHUR B. HOMER**

*President  
Bethlehem Steel Corporation*



***"...and the purchase of U.S. Savings Bonds through the Payroll Savings Plan is one of the easiest ways for any individual to save for economic security."***

If you agree with Mr. Homer that "... the Payroll Savings Plan is one of the easiest ways to save for economic security,"—

If you believe with millions of other Americans that there is no safer investment than U.S. Savings Bonds—

Why not take a *really personal* interest in your employees and your Payroll Savings Plan?

Pick up the phone, now, and ask the man in charge of your Payroll Savings Plan three questions:

- How many of your employees are enrolled in the Payroll Savings Plan?
- What is the percentage of employee participation?

- When did your company last conduct a person-to-person canvass?

If less than 50% of your employees are enrolled in the Plan ... if you have not conducted a person-to-person canvass in the past two years (*or if you do not have the Plan*), act now! Telephone, wire or write to Savings Bonds Division, U.S. Treasury Department, Washington, D. C. You will hear promptly from your State Director, U.S. Treasury Department who will be glad to help you conduct a person-to-person canvass that will put an application blank in the hands of every employee. That is all you have to do. Your employees will do the rest. They want to save for their economic security.

*The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and*

**SOUTHERN BUILDING SUPPLIES**





# TOP NEWS

For and about Dealers \* Wholesalers \* Manufacturers

## Second Building Products Exposition Set for Cleveland in October by NRLDA

A SECOND ANNUAL Building Products Exposition will be held at the Public Auditorium in Cleveland, Ohio, October 11-16, under the auspices of the National Retail Lumber Dealers Assn. Merged with it will be the 75th annual convention of the Ohio Assn. of Retail Lumber Dealers.

According to NRLDA President Watson Malone III, of Philadelphia, the pattern for the 1955 exposition will be the same as that for the 1954 show in New York City — the exhibits will be open to both lumber dealers and the general public, and will include several management clinics, demonstrations, and other features for dealers.

The annual meeting of the NRLDA board of directors will be held in Cleveland prior to the opening of the exposition, instead of in New Orleans as previously planned, Malone said.

"The main objectives of the exposition will be to persuade the public to see their local lumber dealer whenever they plan to build or modernize, and to guide dealers in improving their customer services and

merchandising techniques," he said.

Centrally located in downtown Cleveland, close to all major hotels and transportation, the Public Auditorium contains space for more than 300 product exhibits. It also contains many meeting rooms ideal for dealer clinics. Cleveland hotels have agreed to reserve rooms for 6,000 out-of-town dealers for the Building Products Exposition.

Consumer magazines whose model rooms contributed so greatly to the enormous publicity resulting from the 1954 exposition in New York will be invited to participate again in Cleveland. Manufacturers will be urged to design their exhibits to show dealers how they can display their products' end use in stores.

Since many Ohio dealers attended the New York exposition, and since the Ohio association conventions in recent years have been attended by nearly 4,000 dealers and suppliers, attendance at the second annual NRLDA Building Products Exposition is expected to greatly exceed that at the first one in New York last October.

tion; correct installation of window and door frames in tilt-up construction; and uses and correct nailing techniques for new, extra-thick insulation board.

On hand to acquaint builders with new and improved products and methods will be more than 3,000 manufacturer's representatives, who will man 544 exhibit spaces in the Conrad Hilton and Sherman Hotels. This huge show will be a showcase of the industry for 53 product classifications, including air-conditioning, structural materials, doors, electrical equipment, heating and ventilating equipment, flooring, hardware, insulation, paints, power tools, roofing, windows, and dozens of other products.

Merchandising subjects for discussion include market analysis, public relations, prefabrication profits, trade-in houses, use of color in homes, and the importance of good design as a sales feature.

## Mortgage Credit Offices Open for Regions IV, V

The Region IV Committee of the Voluntary Home Mortgage Credit Program began operations on Monday, December 13, with the opening of its office in Washington, D. C.

This region covers the states of Virginia, Maryland, West Virginia, and the District of Columbia.

The office, in Room 638, Lafayette Building, 811 Vermont Avenue, N. W., will be manned by Fred B. Morrison, executive secretary, and H. Colin Haines, deputy executive secretary.

The Region V VHMCP office for North and South Carolina was to open on January 3 in Charlotte,

## Do-It-Yourself Week

Hardware retailers, lumber dealers, hobby shops, and department stores will be pleased to hear of plans to sponsor the first "National Do-It-Yourself Week" by the Hobby Guild of America, as part of the 20th annual observance of National Hobby Month next April.

National Do-It-Yourself Week will be held April 16-23. It is aimed at increasing the interest of all homeowners in making their own repairs and creating their own handicrafts for self-satisfaction and increased efficiency.

The slogan for the week will be "Home Handicrafts Build Self-Esteem." The over-all National Hobby Month slogan is "Hobbies Tighten The Family Circle."

Manufacturers of all kinds of Do-It-Yourself equipment, including tools, work-benches, power equip-

ment, wallpaper, tile, paint, fabrics, photography, and allied products annually join the guild in its effort to broaden and improve the Do-It-Yourself market.

## "How to Do It" Theme of Homebuilder Show

Some 20,000 persons will hammer away at the "how to do it better" theme—as applied to both building and selling—at the National Assn. of Home Builder's convention in Chicago, January 16-20.

In a "how to do it circus," experts will combine theory and practice as they explain and demonstrate new materials and methods. Subjects will include proper application techniques for all types of flooring installations; methods of protecting plumbing fixtures during construc-

## Classified News

For more industry news, classified for easy reference, turn to these pages: Manufacturers' News — page 47; Strictly Wholesale — page 52; Dealer News — page 67. Always turn to SOUTHERN BUILDING SUPPLIES for news and ideas that can help you.

N. C., at 123 North Poplar Street. Olin P. Wearn is the executive secretary. Charlotte's E. L. Vinson is committee chairman for region V.

The purpose of the Voluntary Home Mortgage Credit Program is to assist prospective home buyers or builders in obtaining FHA-insured or VA-guaranteed mortgage financing by facilitating the flow of mortgage money from areas or regions where it is plentiful to areas where it is scarce. The program is also designed to help members of minority groups.

A person wishing to finance the purchase or construction of a home in a designated area must first seek a loan from at least two lenders in his locality. Similarly, a member of a minority group, regardless of where he lives, must follow the same procedure. If unsuccessful, he may then apply to the Voluntary Home Mortgage Credit Program for assistance.

He will do that by filling out and filing with his regional VHMCP committee an application form. He may obtain this form from the VHMCP regional office, the nearest FHA field office, or VA loan guarantee offices.

## Researcher Tells Why People Like Red Cedar

A growing desire by Americans for more individuality provides a great opportunity for the homebuilding industry — particularly for manufacturers of materials having warmth and personality such as red cedar shingles and shakes, asserted Dr. Ernest Dichter, president of the Institute for Research in Mass Motivations, at the 38th annual convention of the Red Cedar Shingle Bureau in Seattle last month.

"The consumer wants to feel that what he has purchased is individual, personal, and something to be proud of," Dr. Dichter said. "This is the source of the Do-It-Yourself trend, which is not just a fad but the beginning of a clear expression of this desire for individuality. We see the same desire expressing itself in the increasing demand for individuality in house construction, whether the builder is engaged in a single dwelling or a huge development."

Pioneer in the use of psychological research in marketing and advertising, Dr. Dichter was reporting on a study which his institute recently completed for the shingle producing group. This is believed to be the first psychological research study undertaken in the forest industries.

"What we are facing," Dichter said, "is that Americans will not just be satisfied with a pushbutton, Buck Rogers world. They want more than that from the great industrial machine they have built. They want warmth, naturalness, beauty, and the feeling of personal identification. They expect their civilization to pro-

duce not just a multitude of things but a general feeling of belongingness — and at a price which everyone can afford.

"Where do red cedar shingles fit into this picture?"

"Well, we know from our studies that everyone loves red cedar wood. It creates the feeling of warmth and naturalness that Americans crave — it has individuality. People feel they want it. What is the obstacle? We must combine these important emotional appeals with still one other. The consumer must be convinced that it is also practical.

"He must be convinced that, because he is building for his own future, if there is a slight additional cost involved in using red cedar shingles, it is well worth it. It will help him attain his individuality and thus fulfill a basic emotional need. When we have conveyed to him that red cedar shingles are practical in this sense, we will be assured an ever increasing market for red cedar shingles and shakes."

The meeting was attended by shingle manufacturers from Washington, Oregon, and British Columbia. Elected president of the Bureau for 1955 was H. V. Whittall, well-known Vancouver, B. C., shingle producer. He succeeds Earl S. Wasser, Portland, Ore. The new bureau vice-president is R. D. Mackie, Aberdeen, Washington. Virgil G. Peterson, Seattle, was re-elected bureau secretary-manager.

## New DOG Chapters Cover Accessories, Remodeling

"Metal Accessories" and "How to Operate A Home Improvement Service" are the subjects covered in the two latest Dealer Operating Guide chapters issued by the National Retail Lumber Dealers Assn.

"Metal Accessories" cover such items as plastering accessories, masonry accessories, chimney and fireplace accessories, flashing, and miscellaneous.

The home improvement service guide tells how to set up the service; tips on providing estimates, plans, financing, labor sources, and possible inspection of the job; how to obtain personnel for this service. It points out that "if the customers' needs are to be taken care of promptly, the dealer needs to have on call an ample list of reliable contractors or skilled workers . . ."

It tells how to promote a home improvement service and suggests ways to develop leads.

## Florida Craftsman Show

The 50th annual Florida State Fair and Gasparilla celebration, to be held in Tampa, February 5-19, will feature a Home Craftsman Show for the first time.

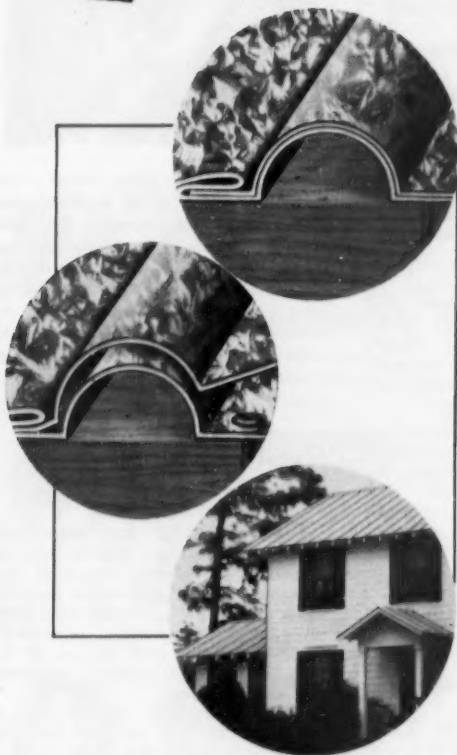
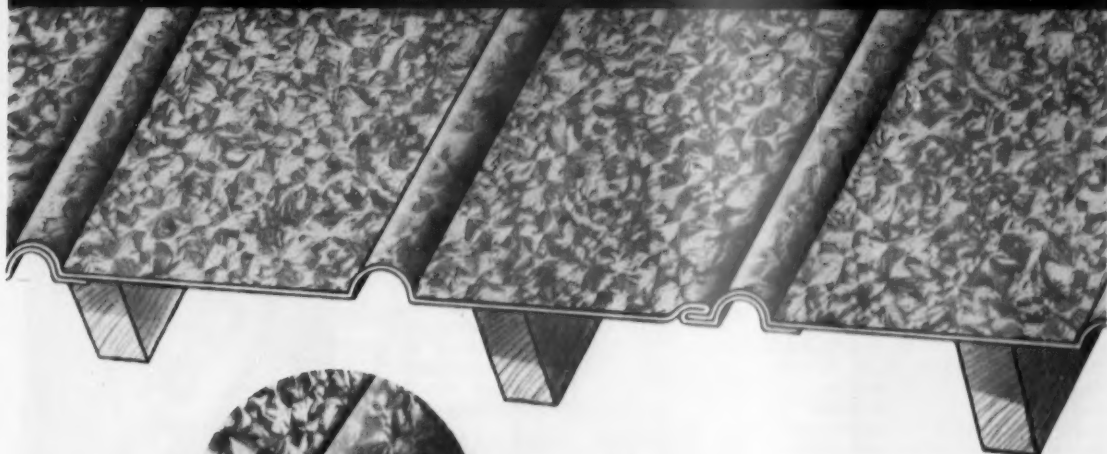
Nearly 150 booths are available



## "CERTIGROOVE" ASSURES GROOVED SHAKE QUALITY

The Certigrade label, symbol of quality in the red cedar shingle family for the last 23 years, has a new brother—the Certigroove label. Certigroove is the result of a new program of grade-marking, inspection, and quality certification for machine-grooved cedar shakes and rebuttled-rejointed shingles, developed by members of the Red Cedar Shingle Bureau. Certigroove shakes will be 100 per cent clear, 100 per cent heartwood, and 100 per cent edge-grain. Holding the jumbo label are Virgil Peterson, left, and Earl S. Wasser. Peterson is manager of the Red Cedar Shingle Bureau. Wasser is immediate past-president.

# Give Your Customers the Facts and **LOCK-TIGHT** Galvanized Steel Roofing Will Sell Itself



## **ARMOR-PLATE PROTECTION**

Lock-Tight gives his building the protection of a solid sheet of steel. Come high winds or slashing rains, a Lock-Tight Roof is secure. The sheets of steel lock together and form a water-tight barrier of galvanized steel.

## **CAN'T LEAK**

All nails are covered on the Lock-Tight Roof. Nails are driven through a special nailing flange, not through the crimp. When the next sheet locks into place, all nails are completely covered. There's no way water can get through.

## **EASY TO APPLY**

Your customer will find it quick and easy to put up. Lock-Tight comes in standard lengths, each sheet covering a width of 23 inches. Once applied, it's there to stay. There's no such thing as patching or re-nailing loose sheets.

## **SAVES MONEY**

What is more durable than galvanized steel? Through years of trouble-free service your customer will have no repairs or maintenance worries. And his valuable property will be completely protected from wind and rain damage.

## **MODERN AND ATTRACTIVE**

A Lock-Tight Roof is as good to look at as it is strong and secure. Precision-cut sheets fit uniformly, and the clean lines of the rounded crimps create a distinctively handsome appearance. If a colored roof is desired, Lock-Tight Steel Roofing can be painted after it has weathered a few months.

For all the fast-selling facts on the easiest selling metal roof on the market, contact us now!

# southern states iron roofing company

- Savannah, Ga.
- Louisville, Ky.
- Nashville, Tenn.
- Tampa, Fla.

- Jacksonville, Fla.
- Atlanta, Ga.
- Richmond, Va.

- Memphis, Tenn.
- New Orleans, La.
- Miami, Fla.

- Birmingham, Ala.
- Raleigh, N. C.
- Columbia, S. C.



to exhibitors. The event attracts well over 1,000,000 people each year. At one end of the exhibit space is a stage where exhibitors will demonstrate their products "in action" at various times during the show.

### "Steel Hour" Honored

The "United States Steel Hour," the "live" TV program on alternate Tuesdays at 8:30 CST over the ABC network, has been named "best dramatic program" in *Look* magazine's fifth annual award.

Sponsored by the U. S. Steel Corp., the hour-long program has been honored by the National Academy of TV Arts and Sciences, the Christophers, Town Hall Club, Freedoms Foundation, and several magazines.

### "Meet the Press" Sponsor

Johns-Manville is now co-sponsor of the well-known half-hour Sunday television program, "Meet the Press."

According to H. M. Shackelford, vice-president of the Johns-Manville Sales Corp., 26 NBC stations coast to coast will carry the program. The listening audience is now estimated at 4,000,000 per broadcast, and surveys show an average of 90 per cent are adults. This makes the program well suited for presenting the varied Johns-Manville building products, Shackelford said.



**HUBERT M. ARONSON** heads the newly-established Eastern sales office at 270 Park Avenue, New York City, for the Plexolite Corp., of El Segundo, Calif. As regional sales manager, Aronson will promote Plexolite plastic structural panels and work more closely with dealers in this area. Formerly he was an assistant sales manager for U. S. Plywood.

## personnel parade

**Van-Packer Corp.** . . . **O. E. (BILL) COLLINS** has been promoted to general sales manager of this Bettendorf, Iowa, maker of packaged masonry chimneys. He joined Van-Packer in 1951 as Chicago district sales manager, after working eight years for the Coca-Cola Bottling Co.

**E Z Paints Corp.** . . . This Milwaukee manufacturer of paint rollers has announced several major personnel changes. **ARNOLD W. BRUMM** is now general manager in charge of sales, following the formation of a Sales Development Committee. **EMERY J. LANGTEAU** was named national field sales manager.

**General Steel Warehouse Co., Inc.** . . . **LAWRENCE NIELSEN** is new sales manager of the Gensco Tools division. Except for four years of service during World War II, Nielsen has been with the firm's Chicago headquarters office for 16 years, serving in various administrative capacities.

**U. S. Plywood Corp.** . . . **GENE C. BREWER**, Redding, Calif., has been elected a vice-president in charge of the firm's 16 West Coast manufacturing plants. Since he joined U. S. Plywood in 1937, he has held such positions as vice-president and director of the South Carolina branch and president of Shasta Plywood, Inc., subsidiary.

**Allied Chemical and Dye Corp.** . . . **C. G. STUPP** has been appointed vice-president of the Barrett Division, New York City. He joined Barrett 38 years ago as a research chemist after graduation from Cornell University.

**DeWalt Inc.** . . . **CONDE HAMLIN** has been promoted from vice-president in charge of sales and a director to executive vice-president of this American Machine and Foundry Co. subsidiary. He joined DeWalt in March, 1952, and rose to his last position in August, 1952.

### Steel Industry Grows in South and Southwest

The 1954 *Iron and Steel Works Directory of the United States and Canada*, published by the American Iron and Steel Institute, points out that some relatively small producing states are among the leaders in capacity for specific products.

Texas, for example, has the largest electric-weld pipe capacity. Missouri has the second largest capacity for light structural shapes. Alabama ranks third in reinforcing bars.

In raw steel capacity, Maryland ranks 7th, Alabama 8th, West Virginia 10th, Kentucky 12th, and Texas 13th.

In blast furnace capacity, Alabama ranks 6th, Maryland 7th, West Virginia 9th, Kentucky 13th, and Texas 14th.

In hot-rolled capacity, Maryland ranks 5th, Alabama 8th, West Virginia 9th, Texas 11th, Kentucky 13th, and Missouri 15th.



**MACK JOHNS** has been named to the newly-created post of kitchen sales manager for the American Kitchens Division of the Aveco Manufacturing Corp. Johns was Kansas City district sales manager and Midwest regional sales manager in Chicago before returning to the home office in Connersville, Ind., as Eastern division manager in 1952.

### Metal Awning Makers Schedule Heat Research

**Dale S. Cooper and Associates**, Houston, Tex., are conducting an engineering analysis detailing the manner in which aluminum awnings reduce the initial and operating loads on air-conditioning equipment. Cooper is recognized as one of the leading air-conditioning engineers in the country.

The Cooper firm was engaged to conduct the test for the National Metal Awning Assn. Results will give metal awning dealers more "meat" for sales promotion.

The results will be presented to the manufacturers at the annual NMAA convention in New Orleans, January 23-26. On January 24, special invitations will be extended to architects and builders to see the giant display of competitive metal awnings at the Hotel Jung.



*Your choice of four  
operating styles with...*



**1**



Crank-out for those who want the very best.

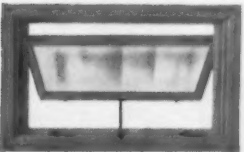


Long Lasting Aluminum Frame



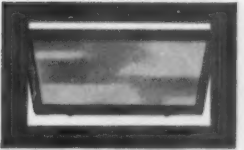
Aluminum-framed Storm Sash

**2**



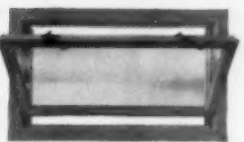
Bar-control type allows opening in two positions. Bar releases for full opening.

**3**



Friction style opens and stays in position with a push of the hand.

**4**



Inswinging hopper style with friction type operation.

Scientifically designed by nationally-recognized window experts. Precision built, non-rusting, self-storing aluminum wire screens with aluminum frames are made to fit neatly into VENT-A-WALL UNITS.

Sturdy aluminum-framed storm sash, especially designed for VENT-A-WALL UNITS.

VENT-A-WALL hardware is manufactured by Grand Rapids Hardware Company.



See VENT-A-WALL UNITS displayed in Grand Rapids Hardware Co.'s space No. 557 at the National Home Builders Show in Chicago, January 16-20, 1955.

MANUFACTURED BY

**R.O.W. DISTRIBUTORS**

*Rocky Mount, Virginia*

## "We found a way to cash in on the



"Plankweld is a clean off-the-shelf sale. Keeping an adequate stock on hand makes us all work just a little harder to push it. The effort pays off a lot better on Plankweld than on most other items we handle."



"Weldwood wood paneling displays and advertising reprints like these pack a real sales wallop. Men can see how easy it is to install Plankweld. Women can select woods just as they select fabrics—from actual samples. Advertising in magazines like The Post inspires trust and makes it easier for all salesmen to clinch the sale."

"Even the most timid do-it-yourselfer is convinced by our one-minute Plankweld installation demonstration. We find homeowner customers mean more cash-on-the-counter sales, faster turnover profits."

There's a big Plankweld advertisement in the February 26, March 12, and March 26 issues of The Saturday Evening Post that will surely help boost your sales. Plankweld advertising is regularly appearing in other leading consumer publications as well: Better Homes and Gardens, American Home, House Beautiful, House and Garden, Sunset—reaching most of the potential customers in your area.

Mr. Rosenthal's experience is being duplicated by lumber dealers everywhere. Call your Weldwood sales representative today! Find out how you, too, can make worth-while profits on Weldwood paneling. See the complete Weldwood line at any of the 73 United States Plywood or U.S.-Mengel Plywoods distributing units in principal cities, or mail coupon. **ACT TODAY!**

# trend to high-profit hardwood paneling,"

says Michael Rosenthal, Rosenthal Lumber Co., New Brunswick, N. J.

**"An on-the-spot stock of Weldwood Plankweld in six popular wood faces is the answer. Easy-to-install Plankweld is a natural for dramatic demonstrations that make sales. Plankweld helps promote other types of high-profit hardwood paneling sales, too!"**

"It's not just us. A lot of other dealers I talk with tell the same story. There's a big trend to hardwood paneling. The magazines are full of it. More people are asking us about it than ever before.

"It's no johnny-come-lately trend, either. We did a little checking. We were amazed to discover how high the unit sale profit was on hardwood paneling—that is, in comparison with a lot of low-profit items which we had tied up in accounts receivable and inventory.

"At first glance it looked like a gold mine. We soon found out it has its headaches, too! So many different kinds of wood—which ones would sell best?—which ones should we stock? And special handling problems, too!

"Lucky for us both, our Weldwood sales representative happened along on a rainy day and was given a chance to make a complete pitch on Plankweld. To cut the story short, here are the main advantages

he pointed out about Plankweld:

**1.** Plankweld is pre-packaged. No hunting for stock, no cutting to size, no waste. It's a clean off-the-shelf sale.

**2.** Plankweld is easy to install with special metal clips which hide nails. This feature is simple to demonstrate and makes a big hit with do-it-yourself and builder customers alike.

**3.** Plankweld is completely pre-finished—even waxed. This, plus easy installation, means greater customer satisfaction—less chance of boners that might unfairly reflect on me.

**4.** Plankweld comes in six popular faces ranging from light to dark woods. They have proved to be the woods most in demand. Ordering is easy.

**5.** Plankweld promotes other types of high-profit wood paneling because it points up the beauty of finished wood paneling. Customers can see how the paneling will look on their walls.

**6.** Plankweld encourages take-home sales—cuts delivery expense.

**7.** Plankweld is guaranteed for the life of the installation by the world's largest and best known plywood organization. The guarantee is featured in powerful national advertising which reaches many of my customers. Plankweld is a recognized and trusted brand name.

"We started out with a stock of eight packages of Plankweld. We set up the free Plankweld display. We sent out the free Plankweld envelope stuffers and put up copies of the Plankweld magazine ads.

"The very first Saturday we sold three packages of Plankweld. Sales have been happening ever since! Our Plankweld sales to builders are something to brag about, too! We consider at least half the homes in our area as good prospects for a sale. We do know that an adequate stock is a merchandising 'must'—customers don't like to wait."



"Sturdy attractive Plankweld packaging encourages 'take-home' sales. Most of our customers usually take their Plankweld right with them. This cuts deliveries, gives us more time to spend on selling."



"My partner—Herb Goldstein—and I think so much of Plankweld that we're using it in our new offices. We chose birch from the 6 Plankweld woods: Korina®, Honduras and Philippine Mahogany, Oak, Birch, Walnut."



"Herb shows Mr. Reiser—one of the better known contractors in our area—how Plankweld adds a touch of quality that helps get a better price for a home. Mr. Reiser agrees—and he likes Plankweld's fast installation."



## Weldwood®

PLANKWELD®

A product of

**UNITED STATES PLYWOOD CORPORATION**

55 West 44th Street, New York 36, New York

U.S. Mengel Plywoods, Inc., Louisville, Kentucky

In Canada, Weldwood Plywood Ltd., Montreal and Toronto

**UNITED STATES PLYWOOD CORPORATION**

SBS-1-55

**55 West 44th Street, New York 36, N. Y.**

I am interested in handling the profitable Plankweld line. Please have your representative show me how I can gross from 23¢ per square foot and up on retail sales.

Name.....

Address.....

City..... State.....

# Now it can be told!

*The story of a multi-million dollar,  
six-year plan that paid off... big!*

The time... 1948. The place... Chicago. The problem... the nation in the grip of the toughest housing shortage in U. S. history. Millions in need of homes faced the problem of material shortages and increased building costs.

With the end of war a short shadow away—a group of determined executives met for a serious look at the future of the building industry... adopted a six-year, long-range plan based on the firm belief that, come hell or high water, people would have homes and builders would build them.

Vision and courage sat at those conference tables. The vision to see into the rich future of the building industry. The courage to put millions on the line to back up this vision.

A new kind of advertising was planned. Advertising whose main objective was to rouse interest in home building, prove to the millions the mistake of waiting. *And send prospects to those important men in the community who supply materials and plan and build homes!*

Others of vision in the building industry joined forces. Material output was increased. The results were immediate. People began to act! Dealers and builders began to feel the impact. People by thousands wrote for

home plans and information. That was in 1949.

Today, six years later, the impressive results of this long-range industry plan continue to pile up. Dealers and builders, large and small, have banked important dollars because of it.

In these six years, thousands upon thousands of interested prospective homeowners have sent cash and a coupon for the famous Celotex Book of Homes and home information, 26,000 from one single advertisement. The volume of new home construction thus created is beyond estimate—but the result is not. This plan has brought the joy of home ownership to thousands—and added prosperity to dealers and builders from coast to coast.

This is the story of the Celotex long-range plan... decided in 1949... carried out through 1954... continued in 1955. To the thousands of dealers and builders who recommend Celotex building products... a resounding thank you! To all dealers and builders, everywhere... an invitation to put the Celotex name and reputation to work for you. 1955 will pay off... big... for those who do.

THE CELOTEX CORPORATION  
120 S. LaSalle St., Chicago 3, Illinois



Celotex Insulating Sheathing • Celotex Insulating  
Lath • Celotex Insulating Interior Finishes  
Celotex Asphalt Roofing Products • Celotex Insulating  
Siding • Celotex Rock Wool Products  
Celotex Roof Insulation • Celo-Rok® Gypsum Products  
Celotex Hardboard • Celotex Flexcell®





*Southern*  
**BUILDING SUPPLIES**

**January, 1955**

## *New Trends in* **HOME DESIGN**

*By Herbert Millkey, A. I. A.*

⊙ When I was a child, some 40 years ago, I lived in a typical house in a typical middle-class neighborhood. We had a parlor, a kitchen, a dining room, and bedrooms. No bath, as we know it today, only a portable rubber tub that made its appearance at infrequent intervals. No central heat. All living went on in the dining room and kitchen.

And the dining room was used only because our large family could not get into the kitchen at one

time, even though it was the largest room in the house. All the cooking, washing, and ironing went on here. The kids played on the floor.

The bedrooms were used only for sleeping and the children developed strong legs from the nightly sprint from the hot kitchen to

Distinctive, functional uses of new and old materials are evident in the huge Ed Dodd home, above, and the James Selvage home, below. Both were designed by Architects Willner and Millkey for the Atlanta, Ga., area. The multi-level Dodd home features a large, native-stone fireplace, flagstone floor, horizontal cypress paneling, exposed ceiling beams and roofboards, and all-glass vista wall opening on terrace. Windows flood Dodd's studio, beyond chimney, with soothing light for creation of "Mark Trail" cartoon. Selvage home, below, has overhanging roof to shade sliding-door wall of living room. Terrace invites "outdoor living."

Terrace invites "outdoor living."



the ice-cold bed, in the ice-cold bedroom. The parlor was used only on holidays and for wedding receptions.

Then came central heating. Then inside plumbing — and what a change this made. Bathrooms were installed in existing homes and no new homes were built without them. They became a focal point in the house.

The parlor was replaced by the living room. No longer serving as cooking, study, and recreation room, the kitchen became a fraction of its former size — more carefully planned, a spic and span white laboratory for cooking only.

About this time not only the kitchen but the entire house became much smaller. Basements were eliminated, rooms compressed, and storage areas decreased. Twelve-foot ceilings were replaced with 8-foot ceilings. Seven hundred and fifty square feet became the standard for the FHA two-bedroom house, and 850 square feet for the three-bedroom house.

Economics, as much as any other factor, was probably responsible for this change. The depression had decreased our earning power and building costs had risen. The extra cost for the bathroom and central heating was offset by the less cubage and square-foot area. But not only was area decreased; so was privacy and elbow room. And at what a cost to the mental health of our nation — these thousands on

thousands of artless, little, pitched roof boxes, with holes cut in for windows, not enough room, not enough ventilation, not enough storage area, not enough anything. Only shelter.

Even where more money was available, we didn't seem to be able to make progress. We added the needed extra bathroom and bedrooms that looked as if they were built 200 years ago. We mistook for the real thing these nostalgic stage sets, with rooms connected by long, dark halls, and with windows placed for outside appearance and not for inside furniture placing.

We finally became so anaesthetized to this unnatural arrangement that with all our ingenuity the mark of distinction in a house was the amount of closets it contained, or the gadgets built in. The disappearing moving bed. The chime door bells. The powder room with the cute wallpaper. And the breakfast nook diabolically planned, just too small for comfort but not too small to make the contractor-designer legally liable.

Enlightened contemporary house design changes all this. No longer do we design homes merely as shelter or, at the other extreme, merely to keep up with and impress the neighbors. We build homes to live a good life in, not to use merely as a mailing address, or a place to sleep, or a place to go when the movies or club is closed, or the car is out of order.



Herbert C. Millkey, the author of this article on home design, pioneered in persuading lending institutions in the Southeast to liberally underwrite mortgages on houses of "contemporary" or modern design. He holds a master of science degree in architecture from Yale University, and is South Atlantic district director of the American Institute of Architects. A partner in the architectural firm of Willner and Millkey, he is past-president of the Georgia AIA chapter.

The prime criteria of a good house are its over-all livability, the space it contains, and the use of the property surrounding it. This being so, tomorrow's house will be (See HOME DESIGNING page 57)



Although it is now four years old, Architect Millkey's home in Atlanta is well abreast of design trends. Exterior siding between the large areas of plate-glass are of asbestos-cement board. Salmon brick floor on concrete slab requires minimum maintenance. So do walls and ceiling panels of birch plywood — and exposed Southern pine roofboards. Note angular fireplace that provides "two side" exposure. The large room is used jointly for a dining room and living room. Combination permits flexibility of use for parties and special occasions.



Enter the Berry Street Lumber Company by any of three doors opening upon the sales floor and—unless all hands are busy with customers—some staff member advances promptly and greets you courteously.

At the front door of this store on Berry street in Fort Worth, Texas, the visitor will usually find a staff member waiting just inside. Since the front door is of glass and adjoins a plate-glass front, visitors can be seen approaching and this gives a salesman time to reach a station just inside the door.

When a person visits the Berry Street Lumber Company in Fort Worth, Texas, below, he or she is promptly greeted, made to feel welcome, and assured fast attention to needs. Photo on cover shows Al Randell in this profitable gesture. Plate-glass windows and glass door permit personnel to see customers approaching door. Manager Bill Nelson greets and waits on many patrons personally. Above, he helps woman make paint selection.

## Cashing in on Public Relations AT THE FRONT DOOR

*By Baron Creager*

If the person entering is a well-known customer, the greeting is apt to be casual and warm in accordance with the depth of acquaintance. If the newcomer is a stranger, the greeting is courteous, but with a degree of reserve, for such an approach can be overdone.

The practice is one which has been followed by personnel of the  
(See PUBLIC RELATIONS page 58)



## Purchase Order System

# REDUCES ERRORS, INCREASES RESULTS

*By Beatrice Miller*

❶ Adoption of a purchase order system that permits the warehouse superintendent to know what is on order, the status of each item, its location, current selling price, and source of supply has helped considerably in relieving the purchasing agent of the Broyhill Supply Company in Arlington, Virginia, of routine materials handling. Therefore, it saves him much more time for out-of-town purchasing and he is better posted on current bids and price changes.

Able to take advantage of the best market prices and work more closely with his sales organization. Purchasing Agent Raymond L. Crocker now sets up schedules of appointments with local suppliers and thereby uses his time more efficiently and profitably.

Purchase orders at Broyhill Supply are made out in quadruplicate on a business machine like those used for registering sales. An original of this special purchase form goes to the supplier. The duplicate is retained for his file. The triplicate goes to the accounting department. And the quadruplicate is filed with the warehouse superintendent.

After material is received, the superintendent checks invoice of received material against the purchase order. If an invoice arrives before materials, it is held until actual quantity received can be checked.



The accounting department checks extensions, stamps an invoice "O.K." that material has been received and accepted. The superintendent maintains his own permanent file in the warehouse. "The purpose of this," explains Crocker, "is so that our warehouse superintendent knows what's on order, since he is responsible for the stock on hand. It is on his observation that requisitions for re-ordering are made out and handed to me. Thus, re-ordering is established by the sales picture an item represents."

A perpetual inventory system is maintained by the warehouse superintendent. (See GOOD P. O. SYSTEM page 62)



Warehouse Superintendent Gunnell, at top, is responsible for all routine materials handling at the Broyhill Supply Company in Arlington, Virginia. He keeps his own permanent file of purchase orders and knows the status of each stocked item at all times. He also keeps the perpetual inventory current. At left, Purchasing Agent R. L. Crocker refers to it for the sale picture on "a hot item."



PAUL SMITH, Lumber

Yazoo Material Corp.

Cone-Lyle Supply Co.

## How Your Type of Business Organization Affects

# YOUR INCOME-TAX RIGHTS

☉ The type of business organization you employ — partnership, proprietorship, corporation — now more than ever affects the amount of income tax you must pay. Each type has certain characteristics with respect to taxes, accounting, and legal phases. Comparison of the advantages and disadvantages of each type may reveal that you should change your present type of business organization.

The sole proprietor has great freedom of action and can do anything not forbidden by law. He is not restricted by the objections of a partner, nor does he come under the numerous laws controlling corporations. However, his capital is usually limited and it is rarely possible for him to expand to any substantial size. Furthermore, his business assets may be seized for the settlement of his personal liabilities, and his death will immediately terminate the business.

The sole proprietor pays his tax on the net profit of his business — not on the amount he withdraws for his personal use. The amount he withdraws is not in the nature of a salary and, therefore, can not be deducted as a salary expense in computing his profit.

**Computation** of the tax for a proprietor on net earnings, regardless of drawings, sometimes makes the tax difficult to pay. This is especially true when funds must be left in the business for working capital and other purposes.

Another disadvantage of operating your business as a sole proprietor is that you are not considered to be an employee, so can not benefit from an employee pension or retirement plan. If you conducted your business as a corporation, you would be an employee and obtain such benefits.

By KENNETH L. HUTCHISON

Retail Public Accountant

The same applies to employee death benefits. The new law excluded \$5,000 of any payments to the beneficiary of a deceased employee, even though the payment is entirely voluntary. As a sole proprietor you cannot benefit in this way because under the 1954 income tax law you are not considered as an employee of the business.

One of the tax advantages that a sole proprietorship has over a partnership or corporation is in the tax rates. No matter how small the profit, a corporation pays at the rate of 30% on profits up to \$25,000. On greater profits there is an additional surtax of 22%, making the levy 52% in all. Under the new law the rates are expected to drop 5% after March 31, but it is believed by many that the reduction will be repealed by Congress, continuing the present rates.

**An example** of tax differences indicated above: A sole proprietor has a net profit of \$16,000. If married, his tax will be \$3,640. If he incorporates and draws a salary of \$8,000, the profit of \$16,000 would be reduced to \$8,000. On that he would pay a 30% tax of \$2,400. On his salary of \$8,000, he would pay \$1,640. This would make a tax total of \$4,040, not counting taxes payable on the profit of \$8,000 when drawn out in dividends.

Another tax advantage a sole proprietor has over a corporation is that he may withdraw any amount of his profits from his business at any time. If a corporation distributes its profits to stockhold-

ers, such profits (as dividends) are taxed again! A sole proprietor may also withdraw some or all of his original capital contribution without penalty. A corporation can do so only by redeeming its own capital stock, which under certain conditions may be taxed to the stockholders.

The new law now permits an individual to treat as part of his net operating loss, the loss on sale of all or part of his business assets. This provision previously applied only to corporations.

**Under the new law** certain sole proprietors, regardless of when established, may elect to report and pay taxes as corporations. The election must be made by the proprietor at any time from the first day of the first tax year to which election applies. The election, once made, can not be revoked unless there is a 20% change in ownership (which in the case of a sole proprietor would mean converting to a partnership).

The election to report as a corporation can not be made if the taxpayer is a non-resident alien, or if the proprietor owns another business which is reporting as a corporation. Furthermore, the business must be one in which capital is a material income-producing factor. Reporting as a corporation does not give the employer status of an employee for the purpose of participating in pension or profit-sharing plans, but it can subject the business to a penalty tax for

(See TAX EFFECTS page 63)



## Get More Profits from Your *Glass* Sales

❖ **Glass**—a necessary stock item for the building supply merchant who offers to supply complete homebuilding needs—can also be an excellent source of profit. But this profit can be diminished sharply through waste from breakage during cutting, chipping, cutting large pieces to get smaller ones, and taking too much of a busy

employee's time to fill a small order.

The first step in overcoming some of these problems, in the opinion of Fred Tyson, of the Marietta Lumber Company in Marietta, Georgia, is to stock a quality brand of glass that can be easily cut with a smooth, clean edge.

A greater part of its glass sales

are made to home-owners. In most cases it is to replace broken window glass or to glaze new windows.

Usually several home-owners enter this Marietta firm's display room each day just for glass. For years the glass stock and cutter were kept in the warehouse. This necessitated a salesman's going outside, cutting the glass to desired size, and carrying it back into the store for wrapping. This was not only time-consuming — and a bit dampening in rainy weather, but also it often meant rougher edges and waste in cold weather.

"Glass cuts better in warmer atmosphere," Tyson pointed out.

About a year ago, the owners, brothers Sigman (Sig) Tumlin and Steve Tumlin, decided to move the glass department inside the main display building. The modern display and sales floor already was filled with compact displays, so Fred Tyson designed a stand to hold the glass in a storage room that opens off the sales floor.

Occupying a floor space only three by eight feet, the display has 70 compartments to hold 60 different sizes of glass. These pieces, cut in sizes most commonly requested in order to save in cutting time, range in size from 8-by-8 to 36-by-36 inches. Larger sizes and heavier strengths, such as those required for picture windows, still are kept in the back warehouse. But they (See SELL 'EM GLASS page 61)

Especially designed to simplify glass handling, the storage unit in top photo has 70 compartments to hold various sizes of glass sold most frequently by the Marietta Lumber Company in Marietta, Georgia. Two handy features are the chute that catches glass fragments directly under the glass cutter, shown at right, and the huge drawer that pulls out to empty glass fragments, shown at far right. Fred Tyson demonstrates their use.





## EDUCATING THE FARMER

— fruitful for dealer

Uvalde, Texas, home of the famous rugged individualist, John Nance Garner, former Democratic vice-president, has another rugged individualist who is making a name for himself. He is F. E. Beecroft, owner and manager of the Uvalde Lumber Company. He is helping to educate farmers both in good conservation crops and in good building materials.

The heart of his conservation project is a 40x20-foot demonstration plot of grasses, located between his store and appliance salesroom. It displays healthy tufts of 40 different grasses recommended for the soil conservation district.

Focal point of the entire display is the large white wood fence behind the plot, with the lumber company's trade-mark in the center underneath the credit sign: "This grass plot is by courtesy of Uvalde Lumber Co. in cooperation with the Nueces-Frio-Sabinal Soil Conservation District."

The company trade-mark features a huge pecan tree like those to be found in the middle of many

streets in Uvalde. The grass plot and lumber yard are on the town's main street, just two blocks from the county courthouse.

"There is no doubt but what the grass plot we maintain next to our building helps business," asserts Beecroft. "Folks come in, floor traffic is increased, sales are helped, and good-will is created the year-round."

"I have been interested in soil conservation for many years and think it is the No. 1 problem in the Uvalde area. We have had a drouth here for six years. What helps the farmer helps the businessman, I have found out in cooperating with the Soil Conservation Service."

And John Beard, local SCS work unit conservationist, testifies to Beecroft's interest and help:

"Mr. Beecroft is a good friend of the farmer. He practices good conservation on his 140-acre farm near Uvalde and gets excellent grazing,

turkey crops, and winter cover as a result. The grass plot at the lumber yard has over 40 grasses planted in it that improve the soil in this area. The SCS supervises the planting of these grasses and Mr. Beecroft keeps them watered and in good condition. This project has created tremendous interest by a large population in this entire region."

Beard commended Beecroft's encouragement of youngsters and farmers alike in good practices through the payment for the printing of 1,000 17x22-inch copies of the local "planting guide." It lists different grasses and crops, classifies them as to soil, planting dates, rates, and depth, preparation of seedbed, planting method, and recommended fertilizer.

The only credit given the sponsor is this note at the upper right corner of the planting guide: "This (See GRASS PLUGGER page 61)



"We are extremely proud to be pioneers in a revolutionary new way of shopping for building materials and supplies." That's what the management of Walker and Hallowell, Inc., told their Florida customers in a large newspaper advertisement announcing the opening of their new showroom and offices in a remodeled concrete block building. Seen below, the old office building had no display space and little parking area. The modern building, at left, features ample parking facilities.

## *One of Florida's most modern-*

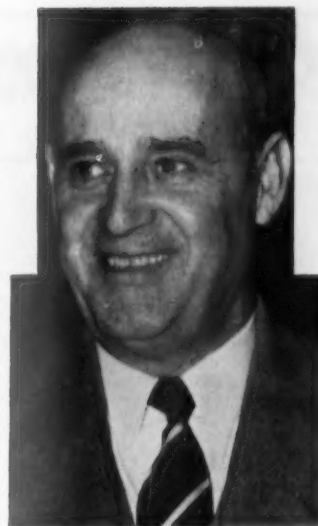
Walker and Hallowell added a completely equipped appliance sales and service department in their new building in Sarasota, Fla. The rear of the building is used for drive-in service and pick-up orders, both new conveniences. Fluorescent lighting makes displays easily seen through store front windows by passing traffic. Air-conditioning and comfortable furniture invite browsing through literature and plan books.





# How to avoid complete BREAKDOWN in DISTRIBUTION

By **DON A. CAMPBELL**, Lebanon retailer  
and executive vice-president of the  
Kentucky Retail Lumber Dealers Assn.



❶ **The breakdown** in our system of distributing building materials today can not be laid at the door of any one segment in the industry—all are equally guilty.

Certain *manufacturers* are setting up *retailers* as *jobbers*.

Certain *jobbers* are soliciting the *retailer's* customers.

Certain *retailers* are demanding and getting *jobber* discounts although they perform no *jobber* service.

The *manufacturer*, the *jobber*, and the *retailer* all have a distinct purpose in the production and distribution of building materials. If any of these undertakes to bypass or assume the prerogatives of the others, the cost of this transgression must be passed on to the consumer. Everyone agrees that merchandise should be handled in such a manner that it reaches the ultimate consumer at the cheapest possible price consistent with the service that is demanded and expected, but trespassing doesn't mean cost reduction to the consumer.

The main trouble today with this distribution of building materials is that relatively few in each segment are getting out of their field, stepping out of bounds, thereby causing a disruption of the entire system. A simple answer to the problem would be a voluntary decision by these offenders to stay in their own fields and perform the services for which they are set up.

However, since this is not likely to happen, something must be done to avoid the complete breakdown of the entire system and it must be done soon. One approach to the problem would be for the *manufacturer* to put the same price on

his goods for a unit of sale, for instance a car load, to any *dealer*, whether he is a *retailer* or a *jobber*.

This would eliminate the present functional discount which is being passed out so indiscriminately to so many different types of *dealers*, particularly on asphalt roofing items and, slightly, on insulation.

It would eliminate the practice of allowing a discount to *jobbers* on sales they do not make or service which are shipped direct from the *manufacturer* to the *retailer*.

It would put a stop to certain *jobbers* misusing this discount by splitting it with the *retailer* or using it to sell the *retailer's* customers.

It would prevent some *retailers* from obtaining a *jobber's* discount for which they perform no service.

In cases where a *jobber* does make a car-load sale direct from the *manufacturer* to the *retailer*, carries the account, and guarantees payment, he should be allowed a fee for this service by the *manufacturer*, but only after the *manufacturer* had been furnished proof that the merchandise had been sold in this manner.

The *manufacturer* needs an adequate distribution system if he is to produce his goods at competitive prices. The *jobber* with his warehouse is a necessary outlet and should be equipped to furnish the less-than-carload retail buyer. The *retailer* is the contact with the ultimate consumer and should buy his less-than-carload purchases through the *jobber*, but should be able also to purchase in car-loads without going through the *jobber*. In this manner, the chain of distribution reaches from the manu-

facturer to the ultimate consumer in the most economical manner.

Each segment would have a function to perform and each would be compensated in proportion to the service rendered. It would eliminate subterfuges and under-the-counter deals that are so rampant today. It would put all *dealers* on the same basis and it would eliminate situations that have developed recently where one *retailer* receives the *jobber's* discount and one doesn't; where one *jobber* performs a jobbing function and one doesn't; where one *manufacturer* is earnestly trying to distribute his goods in the most economical manner, while another is just trying to meet his quota and consequently distributes his goods wherever he can find an outlet.

Since the trouble starts with the *manufacturer*, it can only end through his efforts. If he had a firm policy to every *dealer* in all territories, most of these problems would disappear. If the *manufacturer* refuses to face these facts and continues to operate with a policy so flexible that it is meaningless, then there seems to be no permanent solution.

This suggestion is no panacea but it could be a step in the right direction. It would at least bring out into the open the practices that have too long remained under the counter. There are other problems, too, but this one seems to be the real culprit that is tearing down a distribution system that has served the American people from the very beginning.



## YOU AND THE LAW

By ARTHUR L. H. STREET, Veteran Lawyer

### Lien Coverage Limited

A building material dealer in Arkansas furnished paint supplies to a subcontractor for use on a certain building, and also advanced money to him to meet his payroll. The subcontractor failed to pay the dealer. There was no serious doubt about the right of the dealer to enforce a lien against the property for the balance due for the paint supplies.

But could the lien be stretched to cover the money advanced for payroll purposes?

The Arkansas Supreme Court in effect declared "no," in the case of *Cooper v. Sparrow*, 259 S. W. 2d 496.

Lien laws clearly limit the classes of debts that can be secured by filing a lien claim. Most state laws do not include loans or advances of money to aid an owner, contractor, materialman, or subcontractor to carry out his project. Decisions to that effect have been rendered by the appellate courts of Alabama, Arizona, California, Florida, Louisiana, Mississippi, and Texas.

Before making a loan or advance to a subcontractor or contractor, the dealer should take some such form of security as an assignment to him by the contractor or subcontractor of money to become payable to the latter. That is what a bank usually does, and if a dealer makes a loan or advance he should do the same thing.

We suggest that material suppliers talk over with their local lawyers just what security can be made available under local state laws.

### Crediting Account Payments

What leeway does a dealer have in crediting a payment made by a contractor or subcontractor who owes two or more distinct accounts? This legal analysis will deal with the rights as between the dealer and the owner of premises on which materials have been used, where a lien is claimed.

When the debtor is not sound financially and owes two or more accounts, the dealer has a natural incentive to credit an open, unsecured account as against one that can be protected by a lien claim. This assumes, of course, that the debtor has not exercised a right to require that the payment be applied to a certain account.

But there is a decision of the Oklahoma Supreme Court that is in line with what most appellate courts in the nation have decided.

In that case, the contractor was constructing two different buildings for different owners. He received a check from one of them, payable to a firm that had supplied materials for it.

The contractor instructed the supplier to credit the account for materials furnished for the other owner's building. The Supreme Court decided that, because the check was large enough to cover what was owing for materials furnished for the first building, the building supply firm had no right to a lien against the premises on which it was erected. (*Kubatsky v. Pittsburgh Plate Glass Co.*, 119 Okla. 236, 249 Pac. 412)

Even when a dealer receives a check drawn by a contractor or subcontractor, not showing on its face that it represents money that had been paid by the owner of a structure to apply on a construction contract, the dealer is bound to credit the payment against an account for materials furnished on that job if he knows that the check represents money paid by the owner. If he does not so credit the payment, he forfeits lien rights. Among the courts which have so declared are appellate courts of Arizona, California, Kentucky, and Oklahoma.

The same courts and those of Florida, Louisiana, and Tennessee have decided, however, that if the materialman did not know where the contractor got the money to make the payment, he does not lose the right to a lien against the property of the owner who furnished the money to the contractor. In one Arizona case (*Stolaroff v. Bassett Lumber Co.*, 21 Ariz. 490, 190 Pac. 81) the Supreme Court said that the lumber dealer's lien right was not defeated where it did not know where the contractor got the money used in making a payment until after it had been credited upon another account.

### Mishaps to Trespassing Children

Where a trespassing child climbs upon a pile of lumber or other material and is injured through a slipping of some of the material, does the legal liability of the supplier depend somewhat upon whether the pile was on his own premises or on a construction site, premises where it had been delivered but were not under control of the supplier?

Yes, according to a decision recently rendered by the Appellate Court of Illinois, First District, in the case of *Kahn v. James Burton Co.*,

1 Ill. App. 2d 370, 117 N. E. 2d 670. In that case, a lumber company's deliveryman had stacked a pile of planking 4.5 feet high on a private lot on which a house was to be built, when no children were around. Later a boy climbed to the top and was injured when one of the planks slipped.

The court set aside a judgment for damages that had been awarded jointly against the owner of the premises, the building contractor, and the lumber dealer. The case was dismissed as to the lumber company because the company was not in control of the premises, and its deliveryman had piled lumber the way customary in the city, and had no reason to expect that children would play upon it.

The decision is not inconsistent with a view that if a supplier were to store materials on his own unfenced premises, knowing that children were in the habit of playing there, he might be held liable for failing to take reasonable steps to guard against accidents to them.

A decision by the Louisiana Supreme Court suggests that extreme care should be used to guard against injury to children, even though they be trespassers, where material containing protruding nails is stacked in a place accessible to children. The court decided that a pile of lumber on a schoolyard containing nails constituted an inherently dangerous nuisance. One child was injured when another pushed him and he fell upon a nail. (*Jackson v. Jones*, 224 La. 403, 69 So 2d 729)

(Watch every issue of SOUTHERN BUILDING SUPPLIES for helpful legal tips in Lawyer Street's column, *You and the Law*.)

## FIGHT POLIO!

✓ Polio Vaccine  
✓ Treatment  
✓ Epidemic Aid

GIVE

to the

MARCH  
OF DIMES

JANUARY 3-31

# association activities

## "Southeastern Means Business in 1955"

### Theme of SLA's January Convention

A RECORD CROWD is planning to attend the 87th annual convention of the Southwestern Lumbermen's Assn. at the Municipal Auditorium in Kansas City, Mo., January 25-28, as a new type of program is piloted for Arkansas, Kansas, Missouri, and Oklahoma dealers by their new secretary-manager, G. Kenneth Milliken.

Former assistant manager of the Northeastern Retail Lumber Dealers Assn., Milliken will report on his first five months with Southwestern in a talk Tuesday afternoon. Then he will introduce new services and activities planned for SLA members for 1955.

Business sessions, entertainment and amusement, and exhibits have been blended to provide pleasing fare for all types of conventioners. One hundred and sixty-five exhibitors will be on hand in over 300 booths at the Municipal Auditorium to assist dealers in placing orders during the convention for their spring season inventories.

Here's the convention program in brief:

#### Tuesday, January 25

Registration opens at 9 a.m. in the foyer to the arena of the Municipal Auditorium, shown below. Exhibits will be open all morning.

President Sam M. Arnold, of Kirksville, will open the Tuesday afternoon business session with an address on the convention theme and slogan, "Southwestern Means Business in 1955." Manager Milliken's report and speech will follow.

The Lu-Re-Co panel system of house construction will be explained by Raymon H. Harrell, research director of the Lumber Dealers Research Council, which financed its practical development by the Small Homes Council of the University of Illinois. George Messner, special representative of the National Plan Service, Inc., will present the Lu-Re-Co kit and merchandising program to dealers. They will get to see a full-size Lu-Re-Co panel house built inside the auditorium!

A get-acquainted cocktail party for Southwestern association members, wives, and guests at the Muehlebach Hotel will precede a buffet



G. Kenneth Milliken, new secretary-manager of the Southwestern Lumbermen's Assn., at the Tuesday afternoon session will reveal new services and activities planned for SLA members throughout 1955.

dinner for them there Tuesday evening.

#### Wednesday, January 26

Dealers and guests will visit the exhibits during the morning.

G. Hunter Bowers, head of the







Moderator for one of the two Thursday morning breakfast discussion sessions will be Watson Malone III. He is president of the National Retail Lumber Dealers Assn. and of Watson Malone & Sons, Inc., Philadelphia dealers. The topic of this session will be "Problems of the Larger City Dealer."

W. D. Bowers Lumber Co. in Frederick, Md., and past-president of the Middle Atlantic Lumbermen's Assn., will moderate a problem clinic for dealers during the afternoon. Topics to be covered include how to control operating costs by proper accounting procedures, by budgeting operating costs, by pricing formulas, and by getting in the cash when due.

Wednesday will offer a big night of entertainment at the auditorium.

#### Thursday, January 27

Two breakfast discussion sessions

John Ryan Doscher, sales promotion director of LIFE magazine, will be featured at the Thursday afternoon business session. He will present the story of ACTION. This word abbreviates the name of the American Council to Improve Our Neighborhoods, which aims to stamp out slums and renew our aging cities through private enterprise efforts.



will take up sales opportunities for city and small-town dealers. Gordon Lawler, managing editor of *American Lumberman*, will moderate one for small-town dealers on "How to Put the Consumer in a Buying Mood." NRLDA President Watson Malone III, of Philadelphia, will moderate the other on "Problems of the Larger City Dealer."

The story of the American Council to Improve Our Neighborhoods (AC-



Keynote speech for the 67th annual convention of the Southwestern Lumbermen's Assn. in Kansas City will be delivered Tuesday afternoon by Sam M. Arnold, Kirksville, Mo., dealer. His subject: "Southwestern Means Business in 1955." Arnold is president of the regional group.

TION) will be told at the afternoon session by John Ryan Doscher, official of LIFE magazine.

Albert M. Cole, administrator of the Housing and Home Finance Agency, Washington, D. C., will speak on "The Roll of Government in Housing."

#### Friday "Special"

For the first time, SLA members Friday morning will join in a breakfast discussion session for owners and managers only of mutual problems.

## These Exhibitors Will Greet You at 67th Annual Convention of Southwestern Lumbermen's Assn.

**Municipal Auditorium - Kansas City, Mo. - January 25-27, 1955**

FIRM NAME AND OFFICE	BOOTH NO.	Barrett Division, Allied Chemical & Dye Corp., Chicago, Ill.	279
Acme Brick Co., Fort Worth, Tex.	186	Belknap Hardware & Mfg. Co., Louisville, Ky.	312
Allied Building Credits, Inc., Kansas City, Mo.	335	Bird & Son, Inc., East Walpole, Mass.	106-107
Aluminum Co. of America, Pittsburgh, Pa.	473	Black & Decker Mfg. Co., Towson, Md.	165-166
American Cabinet Hardware Corp., Rockford, Ill.	258-259	Blish, Mixe & Silliman Hardware Co., Atchison, Kan.	180
American Sash and Door Co., Kansas City, Mo.	285	Builders Specialty Co., Kansas City, Mo.	225
American Screen Products Co., Miami, Fla.	104	E. L. Bruce Co., Memphis, Tenn.	282
American Siskelcraft Corp., Attleboro, Mass.	297	"Building Tailor" Service, Ponca City, Okla.	418
American Zinc Institute, Inc., New York, N. Y.	181	Cameco Supply Co., Inc., Mission, Kan.	189
Anderson Corp., Bayport, Minn.	232-233	Phillip Carey Mfg. Co., Cincinnati, Ohio	223
Armstrong Cork Co., Lancaster, Pa.	247	Carney Co., Mankato, Minn.	191
Ash Grove Lime & Portland Cement Co., Kansas City, Mo.	210-211	Al Carr Lumber Co., Ponca City, Okla.	261
Atlas Paint & Glass Co., Kansas City, Mo.	419-420	Ceco Steel Products Corp., Peoria, Ill.	183



FIRM NAME AND OFFICE	BOOTH NO.		
Celotex Corp., Chicago, Ill.	255	Monarch Cement Co., Humboldt, Kan.	303
Certain-teed Products Corp., Ardmore, Pa.	194	Leslie E. Morin Equipment Co., St. Joseph, Mo.	157-158
Chi-Namel Paint & Varnish Co., Oklahoma City, Okla.	214	Mullenax Supply Co., Wichita, Kan.	115
Clarke Sanding Machine Co., Muskegon, Mich.	170-171	Multiplex Display Fixture Co., St. Louis, Mo.	169
Columbia Mills, Inc., Syracuse, N. Y.	193	M & W Office Machines, Inc., Kansas City, Mo.	430-431
Columbian Steel Tank Co., Kansas City, Mo.	138-139	National Gypsum Co., Buffalo, N. Y.	283
Consolidated Cement Corp., Fredonia, Kan.	257	National Lock Co., Rockford, Ill.	126-127
Cook Paint & Varnish Co., N. Kansas City, Mo.	280-281	National Plan Service, Inc., Chicago, Ill.	276
A. C. Cooke Co., Kansas City, Kan.	182	Nebraska Bridge Supply & Lumber Co., Omaha, Neb.	198
Cooper-Goforth Bldg. Material Co., Kansas City, Mo.	313	New Monarch Machine & Stamping Co., Des Moines, Iowa	328
Cuckler Mfg. Co., Monticello, Iowa	155	Noll-Welty Lumber Co., Kansas City, Mo.	212-213
Curtis Companies, Inc., Topeka, Kan.	230	O'Brien Corp., Oklahoma City, Okla.	434
Demart & Dougherty, Inc., St. Louis, Mo.	110	Oase Products Co., Eldon, Mo.	163
Dewey Portland Cement Co., Kansas City, Mo.	226	Pacific Mutual Door Co., Kansas City, Mo.	195-196
Diamond Lumber Co., Kansas City, Kan.	100	Patterson-Sargent Co., Kansas City, Mo.	190
W. S. Dickey Clay Mfg. Co., Kansas City, Mo.	205	Peerless Products Co., Kansas City, Mo.	102
Dierks Forests, Inc., Kansas City, Mo.	310	Perma Products Co., Cleveland, Ohio	178
Douglas Fir Plywood Assn., Tacoma, Wash.	295	Pittsburgh Plate Glass Co., N. Kansas City, Mo.	423-424
Dyke Bros., Kansas City, Mo.	172	Porter-Cable Machine Co., Kansas City, Mo.	140
Emporia Tent & Awning Co., Emporia, Kan.	472	Putnam and Jones, Carthage, Mo.	291-292
U. S. Epperson Underwriting Co., Kansas City, Mo.	275	Pyramid Products Co., Kansas City, Mo.	184-185
Flintkote Co., New Orleans, La.	309	Ranch Brand Co., Farmington, Iowa	269
Forslund Pump & Machinery Corp., Kansas City	142-143	Red Cedar Shingle Bureau, Seattle, Wash.	176
Four States Supply Co., Carthage, Mo.	245	Renfro Lumber Co., Kansas City, Mo.	304
Frantz Mfg. Co., Sterling, Ill.	123	Richards & Conover Hardware Co., Kansas City, Mo.	277-278
Freeman Lumber Co., Kansas City, Mo.	317	Rileco Laminated Products, Inc., Manhattan, Kan.	262-263
Frost Lumber Industries, Div. of Olin-Mathieson Chemical Corp., Shreveport, La.	330	Rounds and Porter Co., Wichita, Kan.	246
R. M. Fry Creosoting Co., Hugo, Okla.	331	Rowe Mfg. Co., Galesburg, Ill.	301
L. F. Gerlinghouse Co., Inc., Topeka, Kan.	326-327	Ruberoid Co., New York, N. Y.	264-267
General Door Mfg. Co., West Bend, Wis.	105	Rudiger-Long Co., New Orleans, La.	465
Glas-Kraft, Inc., Lonsdale, Rhode Island	108	Rust Sash & Door Co., Kansas City, Mo.	287-288
Glidden Co., St. Louis, Mo.	197	Lloyd St. Clair Lumber Co., Kansas City, Mo.	244-251
Goodjohn Sash & Door Co., Leavenworth, Kan.	256	Sargent & Co., New Haven, Conn.	479
Granite City Steel Co., Granite City, Ill.	340-341	Schutte Lumber Co., Kansas City, Mo.	311
Great Western Paint Mfg. Co., Kansas City, Mo.	289-290	Seal-Rite Mfg., McCook, Neb.	120-122
Jack Hoeyneck Agency, St. Louis, Mo.	471	Seidlitz Paint & Varnish Co., Kansas City, Mo.	248-249
Home Plan Book Co., St. Paul, Minn.	188	Sevall Point & Varnish Co., Kansas City, Mo.	252
Humboldt Brick & Tile Co., Humboldt, Kan.	203	Shapleigh Hardware Co., St. Louis, Mo.	315
Independent Nail & Packing Co., Bridgewater, Mass.	421-422	Shipping Utilities, Inc., St. Louis, Mo.	343
Indiana Lumbermen's Mutual Ins. Co., Kansas City, Mo.	325	Simpson Logging Co., Seattle, Wash.	268
Industrial Publications, Inc., Chicago, Ill.	160	Skil Corp., Chicago, Ill.	179
Inland Steel Products Co., Kansas City, Mo.	236-237	Southern Pine Assn., New Orleans, La.	306
Insulite Division, Minnesota & Ontario Paper Co., Minneapolis, Minn.	240-241	Southwest Lumber Mills, Inc., Phoenix, Ariz.	187
Johns-Manville Sales Corp., New York, N. Y.	234-235	Stebbins & Roberts, Inc., Little Rock, Ark.	222
Kaiser Aluminum & Chemical Sales, Inc., Chicago, Ill.	433	Stowe Hdwe. & Supply Co., Kansas City, Mo.	228-229
Kansas Wholesale Lumber Co., Wichita, Kan.	177	Superior Fireplace Co., Baltimore, Md.	192
Keasbey & Mattison Co., Ambler, Pa.	316	Synco Corp., Oxford, Mich.	478
Kimble Glass Co., Toledo, Ohio	115	Tamko Asphalt Products, Inc., Joplin, Mo.	329
Lafayette Farm Supply, Inc., Lexington, Mo.	118-119	Townley Metal & Hardware Co., Kansas City, Mo.	208-209
Lehigh Portland Cement Co., Kansas City, Mo.	250	Tri-State Lbr. & Shingle Co., Kansas City, Mo.	307
Lehon Co., Bellwood, Ill.	302	Twin City Concrete Products Co., Kansas City, Kan.	429
David Linzer & Sons, Inc., Prairie Village, Kan.	116-117	United Brick & Tile Co., Kansas City, Mo.	338
Local Trademarks, Inc., New York, N. Y.	164	U. S. Gypsum Co., Chicago, Ill.	238-239
Lone Star Cement Corp., Kansas City, Mo.	260	Universal Atlas Cement Co., U. S. Steel Corp. subsidiary, Pittsburgh, Penn.	231
Long-Bell Lumber Co., Kansas City, Mo.	242-243	U. S.-Mangel Plywoods, Inc., Kansas City, Kan.	206-207
Lowe Brothers Co., Kansas City, Mo.	227	G. W. Van Keppel Co., Kansas City, Mo.	162
Lumbermen's Supply Co., Kansas City, Mo.	344-348 and 112	Waggener Paint Co., Kansas City, Mo.	305
Lusco Brick & Stone Co., Kansas City, Kan.	336	Wagner Mfg. Co., Cedar Falls, Iowa	322
Machinery & Supplies Co., Inc., Kansas City, Mo.	299-300	Wallace Mfg. Co., N. Kansas City, Mo.	298
Macklanburg-Duncan Co., Oklahoma City, Okla.	253-254	Weather-Lox Products Co., Kansas City, Mo.	334
Marsh Wall Products, Inc., Dover, Ohio	200	Weatherproof Co., Cleveland, Ohio	173-174
Martin Material Co., Kansas City, Mo.	332-333	Weatherproof Products Corp., Kansas City, Mo.	296
Masonite Corp., Chicago, Ill.	201-202	Weather-Tite Window Co., Kansas City, Mo.	124-125
McCann Metals Co., Kansas City, Mo.	266	Western Pine Assn., Portland, Ore.	220
Midland Steel & Aluminum Co., Kansas City, Mo.	323	Weyerhaeuser Sales Co., St. Paul, Minn.	215-217
Mid-States Lumber Co., Kansas City, Mo.	284	Wheeling Corrugating Co., N. Kansas City, Mo.	224
Miller Brothers Supply Co., Wichita, Kan.	324	Ben H. Williams, Inc., Kansas City, Mo.	308
Minnesota Paints, Inc., Oklahoma City, Okla.	199	Wood Conversion Co., St. Paul, Minn.	204
		Wyeth Co., St. Joseph, Mo.	218-219
		Zegers, Inc., Chicago, Ill.	221
		Zephyr Vent Awning Co., Inc., Kansas City, Kan.	416-417
		Zonolite Co., St. Louis, Mo.	293-294

## Kentuckians to Hear of Mortgage Credit

A first-hand report of plans for obtaining mortgage funds for rural and small-town homes will be made at the golden anniversary convention of the Kentucky Retail Lumber Dealers Assn. at the Brown Hotel,

Louisville, January 10-12. It will be made by the chairman of the Kentucky-Tennessee regional committee of the Voluntary Home Mortgage Credit Program, G. D. Brooks, vice-president of the National Life and Accident Insurance Co., Nashville, Tenn.

Theme for the Kentucky dealer convention is "If you are planning

to build anything—see your lumber dealer first." Seventy-five exhibitors will pack available space in the Brown Hotel to display for dealers new products and how to merchandise them.

Speakers who will put meat between the slices of entertainment at the Kentucky get-together will include Dr. Frank Goodwin, market-

ing professor at the University of Florida; Dr. J. L. Brakefield, public relations director for the Liberty National Life Insurance Co., Birmingham, Ala.; Fred Smith, vice-president of the Gruen Watch Co., Cincinnati, Ohio; Gates Ferguson, advertising director for the Celotex Corp., Chicago; R. C. Kuhlman, executive secretary of the Cincinnati Lumber and Millwork Assn.; H. R. Northup, executive vice-president of the National Retail Lumber Dealers Assn., Washington, D. C., and H. L. Shannon, president of the Kentucky organization.

## Texans Charter Corp. to Aid Financing

The Lumbermen's Association of Texas has, through its membership, fully subscribed and chartered the Lumbermen's Investment Corp., a \$500,000 vehicle to finance Title I improvement loans, Title II and VA mortgages which are originated by the retail lumber dealers of Texas.

According to President H. L. Richards, of New Braunfels, the corporation was set up because such financing was non-existent or inadequate in more than 600 small cities and towns of the state.

The association was determined to do everything possible to meet this need. More than 80 per cent of

the original stock has been paid in and the balance is for sale to association members. More than 400 retail yards are represented in the original subscription. Stock will be sold to yard managers on a salary deduction plan.

Home offices of the new corporation will be in the American National Bank Building at Austin. Branch offices will be set up.

This corporation fits beautifully into the set-up of the Voluntary Mortgage Credit Program, for the widespread servicing of small-town mortgages has blocked the ready disposal of this paper in the past.

Officers of the Lumbermen's Investment Corporation are as follows: President, W. S. Drake Jr., Calcasieu Lumber Co., Austin; First Vice-President, Arthur Temple Jr., Temple Builders Supply, Diboll; Second Vice-President, J. Lee Johnson III, Cicero Smith Lumber Co., Fort Worth; Secretary-Treasurer, Gene Ebersole, LAT, Austin.

Directors: H. L. Richards, New Braunfels; Arthur Temple Jr., Diboll; Paul McHargue, Midland; J. L. Foxworth, Dallas; Warren F. Keys, Marshall; W. H. Curry, Waco; P. J. Goodnight, Dallas; S. S. Forrest, Lubbock; W. S. Drake Jr., Austin; J. Lee Johnson III, Fort Worth; John Armstrong, San Angelo; Ralph Campbell, Fort Worth; E. D. Ebersole, Austin; J. W. Gillett, Alpine; Lionel L. Campbell, Temple; Mrs. Isla Herring, Laredo; and F. R. Weddington, Waco.



ABNER U. TAYLOR of Jackson, above, is new president of the Tennessee Building Material Assn. Also elected at the December board meeting were Vice-Presidents James F. Parkes, Lawrenceburg; William E. Hodges, Morristown, and Pacaud Bell, Jackson. Ralph Cockrum, Knoxville, is treasurer; Fleming Smith, Nashville, national director, and Hamilton Wallace, Nashville, group insurance trustee.

## it's a DATE

**SOUTHWESTERN** Lumbermen's Assn. January 25-27, Municipal Auditorium, Kansas City, Mo. Exhibits.

**MIDDLE ATLANTIC** Lumbermen's Assn. February 2-4, Chalfonte-Haddon Hall, Atlantic City, N. J. Exhibits.

**TENNESSEE** Building Material Assn. February 8-10, Nashville.

**VIRGINIA** Building Material Assn. February 16-18, Hotel Roanoke, Roanoke.

**LOUISIANA** Building Material Dealers Assn. March 16-17, Jung Hotel, New Orleans. Exhibits.

**CAROLINA** Lumber and Building Supply Assn. March 15-17, Radio Center, Charlotte, N. C. Exhibits.

**MISSISSIPPI** Retail Lumber Dealers Assn. March 24-25, Buena Vista Hotel, Biloxi. Exhibits.

**WEST VIRGINIA** Lumber and Builders Supply Dealers Assn. March 25-26, Greenbrier Hotel, White Sulphur Springs. Exhibits.

**GEORGIA** Building Material Merchants. March 28-30, Radium Springs Hotel, Albany.

**TEXAS** Lumbermen's Assn. April 3-5, Will Rogers Memorial Coliseum, Fort Worth. Exhibits.

**FLORIDA** Lumber and Millwork Assn. April 21-23, Soreno Hotel, St. Petersburg, Fla.

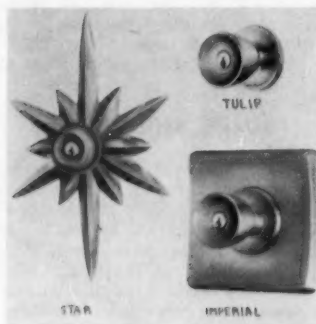
## BUMPER STICKERS IDENTIFY ASSOCIATION MEMBERS



Catching the light at night from the car behind, these new auto bumper stickers identify owners of trucks and cars as members of the Oklahoma Lumbermen's Assn. In addition to the association seal, they bear the message "Repairing — Remodeling — Building? See Your Lumber and Building Material Dealer FIRST." Putting on the first bumper sticker here is OLA's president, Alfred L. Leonhardt of Oklahoma City.

# product parade...

## ESCUTCHEON DESIGNS



The Schlage Lock Co., Dept. SBS, San Francisco, Calif., has introduced five new lock and escutcheon designs for residential and commercial installation.

The "Star" design, made in 10½"x6¼" and 7"x4¼" sizes, is a double starburst.

The "Tulip" design, in two sizes, has a concave face.

The "Saturn" has a 6" raised circle escutcheon with a small concave surface on the knob.

The "Imperial" is a large escutcheon for exterior doors, used as a companion for the smaller square "Regent," an escutcheon for interior doors.

All models feature key-in-knob

design. They are available in bronze, brass, and aluminum, with all standard finishes, except the "Star," which is made in brass and bronze only.

Write for P1. Use coupon below.

## PRIMED HARDBOARD

Primecote Presdwood has been announced by the Masonite Corp., Dept. SBS, Laurel, Miss. The smooth, even undercoating is applied by a special process.

The neutral gray color is an excellent base for any color or any type of paint, enamel, or lacquer. Primecote Presdwood comes in sizes of either 4'x8' or 4'x12' and in several grades and thicknesses — ½" standard and tempered, 3/16" tempered, ¼" tempered, and ¼" Panelwood.

It is available to dealers in mixed freight cars.

Write for P2. Use coupon below.

## AWNING WINDOW UNITS

A line of heavy-duty aluminum awning window units and combination awning and fixed-light units is announced by Ware Laboratories, Inc., Dept. SBS, P. O. Box 37, Riverside Station, Miami, Fla.

In the model shown above, the factory-installed center sill operator gives balanced operating force, elim-



inating torque lag and the problem of left- and right-hand operators. A cover plate protects the sill mechanism and prevents dirt from collecting. The vents lock tight without accessories, over double - contact weatherstripping.

Another unit features top and next-to-bottom fixed lights, with two next-to-top lights operating inward and bottom light opening outward for controlled air circulation.

The Econ-O-Wall units offer great variety of fixed and operating units

Please send more details of new products for which numbers are circled below.

JANUARY, 1955

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24	P25	P26

MAIL TO:  
SOUTHERN BUILDING SUPPLIES  
806 Peachtree St., N. E.  
Atlanta 5, Ga.

Name \_\_\_\_\_ Title \_\_\_\_\_  
(Print Plainly)  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_



for window walls from nine standard sizes.

The Econ-O-Ware awning window features two operating lights and a fixed center light.

The Monumental window is designed to meet the most rigid requirements for schools, institutions, hospitals, and commercial buildings. The windows are adaptable to unusually large openings because of their structural strength and heavy strip-proof compound operators.

Write for P3. Use coupon page 41.

## PEG-BOARD PROMOTERS



To help dealers sell more perforated hardboard, three additions to the Peg-Board line have been introduced by the Masonite Corp., Dept. SBS, Box 777, Chicago 90, Ill. They include Peg-Board "space savers," fixture kits, and closet trees.

The space savers are  $\frac{1}{4}$ " or  $\frac{1}{2}$ " Peg-Board in sizes  $1\frac{1}{2}' \times 4'$  and  $1' \times 4'$ . Packaged five or 10 to bundle, depending on thickness, the panels are intended for sale to customers who need small pieces for application between exposed studs.

Four fixture kits for use with Peg-Board panels are designed for a workshop, closet, utility room, or garden tools.

The closet tree has "arms" that extend out to hold clothes hangers. They are adjustable up and down on the closet pole and swing in and out to permit access to other areas of a closet.

Write for P4. Use coupon page 41.

## HORIZONTAL WINDOW

The Copco Steel and Engineering Co., Dept. SBS, 14035 Grand River Avenue, Detroit 27, Mich., has entered the aluminum window field with a sliding model that features self-storing combination screen and storm sash.

Glass panels are easily removed from inside the house for cleaning. Copco's plan is to ship the window knocked down even to the frame sections, lowering the shipping costs. The unit can be assembled by a home-owner with only a screw

driver. It is also available completely assembled and glazed, packed in cartons for off-the-shelf merchandising.

Size range accommodates any opening up to  $8' \times 4'$ .

Write for P5. Use coupon page 41.

## VENTILATING AWNING

The Easy-Awn is a ventilating wood awning that can be assembled and installed by the home-owner. Units for window and door canopy installations are offered by the Hough Shade Corp., Dept. SBS, Janesville, Wis.

The Easy-Awn consists of two wooden side pieces, metal brackets for mounting, five pieces of standard bevel siding, patented spring clips for holding the siding in place, and a face moulding.

The Easy-Awn units not only offer the retail dealer the advantage of small storage space requirements, but permit the home-owner to disassemble them and store them for the winter in a minimum of attic space.

Write for P6. Use coupon page 41.

## ASBESTOS-CEMENT ROOF



The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y., has introduced a new asbestos-cement roofing shingle that overcomes the high application costs often associated with fire-proof roofings.

Called American Thatch, the  $12" \times 24"$  shingle has thatched edges. It is applied with a  $2\frac{1}{2}"$  headlap and  $4"$  sidelap to emphasize this thatched effect. To increase security, the roofing is put on with specially-designed storm anchors as well as with nails.

American Thatch is produced in blends of white, black, green, brown, and red. It is surfaced with Ruberoid Duroc for added protection.

Write for P7. Use coupon page 41.

## PUTTYLESS WINDOWS

The Donley Brothers Co., Dept. SBS, 13970 Miles Avenue, Cleveland 2, Ohio, announce the addition of an improved no-putty type window to their standard line of basement and utility windows.

A tight joint is maintained between the glass and the sash mem-



ber by means of a felt gasketing.

Five clips with projecting lugs engage the inclined slots in the sash member — two on each side of the pane and one clip centered at the bottom of each pane.

Write for P8. Use coupon page 41.

## PRIMER, KNOT SEALER

With a new sealer, WP-578-P, primer and sealer may be applied in one application on knotty-grade woods. The new formula was developed by the Western Pine Assn., Dept. SBS, 510 Yeon Building, Portland 4, Ore.

The knot sealer originally was developed to prevent knot discoloration burning through painted surfaces, and thus allows increased use of exterior economy siding for painted use.

Some 20 manufacturers will produce the sealer. Names may be obtained from association headquarters.

Write for P9. Use coupon page 41.

## GABLE-END WINDOW

Requests for a Thermopane insulating double-glass window shaped to fit the gabled end of a hipped roof have led to development of such a unit by the Libbey-Owens-Ford Glass Co., Dept. SBS, 608 Madison Avenue, Toledo 3, Ohio.

Five-sided units are available for such window openings, provided none of the angles are less than  $45^\circ$  degrees or any one edge less than  $8"$ . The unit eliminates sash members and mullions.

Write for P10. Use coupon page 41.

## ALUMINUM WINDOW

The Reynolds line of aluminum double-hung windows now features a new "etched and lacquered" finish. It is made by the Reynolds Metals Co., Dept. SBS, 2500 S. Third Street, Louisville, Ky.

This satin-soft matte finish eliminates the shine and glare associated with metal windows. It blends unobtrusively with any interior wall.

A sloped sill assures improved drainage. Other features are a continuous condensation lip at the sill, continuous lower-sash lift, formed





upper-sash lift with curved finger grip, sweep-lock latch, plastic weatherstripping at head and sill, and stainless steel weatherstripping at the jambs.

**Write for P11. Use coupon page 41.**

### PARQUET PLYWOOD

Sea Swirl brushed fir plywood parquet squares now come in three new sizes — 12" square, 16" square, and 24" square. This interior grade 5/16" plywood is made by Associated Plywood Mills, Inc., Dept. SBS, P. O. Box 672, Eugene, Ore.

Sea Swirl squares are packaged in labeled cartons. They contain 96 pieces of 12" squares; 40 pieces of 16" squares, or 24 pieces of 24" squares.

**Write for P12. Use coupon page 41.**

### SLIDING GLASS DOORS



Capri sliding glass doors offer a choice of two different models from one basic unit, made by T. V. Walker and Son, Inc., Dept. SBS, P. O. Box 547, Burbank, Calif.

Interchangeable top and bottom rails of anodized aluminum offer the customer the choice of the combination hardwood ash and anodized aluminum, or an all-anodized aluminum unit at slight extra cost. These doors feature Schlegel mohair pile weatherstripping on all sides. The snap-in glass bead permits glazing

of 3/61", 7/32" crystal, or 1/4" plate glass without change of bead.

**Write for P13. Use coupon page 41.**

### PLASTIC SURFACING

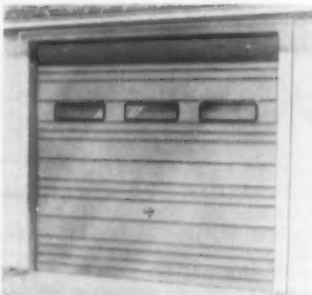
A new line of decorative plastic surfacing has been announced by the Consoweld Corp., Dept. SBS, Wisconsin Rapids, Wis.

The line includes 46 patterns and colors. Two types—Consoweld 10 and 6—are available. Consoweld 10 is designed for on-the-job applications, especially Do-It-Yourself projects. It is applied directly over plaster walls, gypsum lath, sheathing-grade plywood, or cinder and cement block.

Consoweld 6 is used by both amateur and professional craftsmen. It is widely used on furniture, doors, fixtures, cabinets, and other equipment for both horizontal and vertical surfaces.

**Write for P14. Use coupon page 41.**

### STEEL GARAGE DOORS



Stanley steel overhead garage doors are announced by the Southern States Iron Roofing Co., Dept. SBS, P. O. Box 1159, Savannah, Ga.

Made of 24-gauge steel, Stanley doors are zinc-coated and prime-painted at the factory. Integral horizontal stiffening and reinforcing members permit architecturally-correct spacing of lights.

These fully-weatherstripped doors are activated by large coiled springs that float the door open and back without noise or effort. All hardware is made by the Stanley Works.

**Write for P15. Use coupon page 41.**

### WOOD-GRAINED COATING

Sapolin Paints, Inc., Dept. SBS, 229 East 42nd Street, New York, N. Y., has developed a new pigmented finish that gives full color and a wood-grained appearance to all exterior rough wood surfaces.

It is made especially for use on exterior woods on ranch-type, split-level, and shingle houses. It utilizes weather-defying oils and permanent color pigments, yet does not contain any creosote. It is made in six colors.

**Write for P16. Use coupon page 41.**

### ENAMEL COLOR SYSTEM



The Decorama color system and a complete merchandising and advertising program to help dealers is announced by the Lowe Brothers Co., Dept. SBS, Dayton, Ohio.

The Decorama colors are made in both Mellotone flat wall enamel and Mello-Gloss semi-gloss enamel so that dealers can offer matching colors for walls and woodwork. Both enamels are odorless, fast-drying, and long-wearing.

The manufacturer offers a promotional package that includes newspaper ad mats, radio spots, window displays, posters, and other point-of-purchase material. The display shown here holds actual color chips of the enamels.

**Write for P17. Use coupon page 41.**

### REVOLVING PARTS BIN

The Spin-A-Bin is a new revolving parts bin, made by the Walker Bag Co., Dept. SBS, 1505 Broadway, Cleveland, Ohio.

Made in two sizes of heavy welded steel, the bins are made with either



four tiers and 20 divided sections, or with three tiers and 15 divided sections.

The Spin-A-Bin saves floor space

and provides a neat, easy method of storing and displaying parts at the same time.

Write for P18. Use coupon page 41.

### GARAGE DOOR DESIGNS



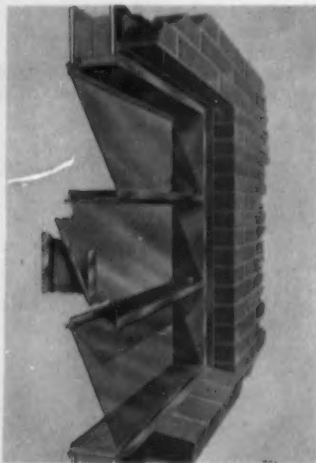
Eight different garage door designs are made by applying 2 1/4" wide moulding of different lengths to the face of a standard door, made by the Steel Door Corp., Dept. SBS, 359 S. Jessie Street, Pontiac, Mich.

These mouldings are connected by standard sized corner pieces, to form designs to fit various styles of homes. In addition to the eight standard designs, other designs can be created by the architect or home-owner to suit individual tastes.

The garage doors are made in four standard sizes: 8'x7', 9'x7', 16'x7', and 18'x7'. Special sizes can be ordered.

Write for P19. Use coupon page 41.

### VERSATILE WINDOWS



An aluminum window, said to rival wood windows in price, is announced by the Solar Corp., Dept. SBS, 1313 Solar Street, Fort Worth, Tex.

The design of this window allows it to be closed to rainfall, yet open for ventilation. A portion of the window's glass panels remains stationary, while others can be opened at will. The glass is imbedded in

plastic for complete weather protection.

Jobbers can assemble the window units with unskilled labor and simple tools.

Write for P20. Use coupon page 41.

### STORM, SCREEN DOOR

A combination storm and screen door has been added to the line of redwood and aluminum storm windows made by the Buckeye Screen and Weatherstrip Co., Dept. SBS, 1378 South 22nd Street, Columbus 6, Ohio.

The aluminum door is made of a special alloy, heat-treated for toughness and long wear.

Both panels can be changed from screen to glass in a matter of seconds. The door can be tailored to fit any opening and assures the owner of a sag-free, permanent fit.

Write for P21. Use coupon page 41.

### VERSATILE MIXER

The Tractormix not only mixes concrete but provides such extra services to a farmer as mixing feed, seed, or fertilizer, even washing vegetables. It is made by the U. S. Forge and Foundry Co., Dept. SBS, Pulaski, N. Y.

No gasoline engine or hooking up an electric motor is involved. To use the Tractormix, the workman backs up to the unit, slips on the P. T. O. coupling, drops in the draw pin, kicks up the jack, and is ready to mix concrete.

The Tractormix mixes the concrete on the way to the job. The 7 1/2-cubic-foot drum delivers from three to four cubic feet of mixed concrete a minute.

Write for P22. Use coupon page 41.

### VIBRATOR-TYPE SANDER

A popular-priced, vibrator-type electric sander for both professional and home use has been developed by the Weller Electric Corp., Dept. SBS, 808 Packer Street, Easton, Pa.

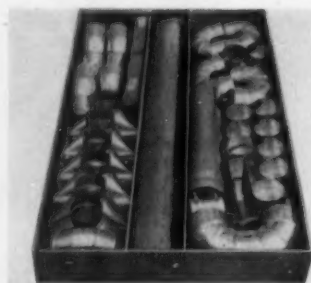
This model 700 features a full 25 square inches of sanding area, yet its low design permits operation under radiators and other restricted areas. It is also ideal for nearly all rubbing, waxing, or polishing jobs. Unlike many sanders of its type, it takes considerable pressure for faster wood removal.

Write for P23. Use coupon page 41.

### PACKAGED DUCT SYSTEM

A complete, pre-packaged perimeter duct system for a six-room house is now offered by the Ralph Manufacturing Co., Inc., Dept. SBS, Box 188, Wadsworth, Ohio.

Each system includes registers,



return air material, and plenum chambers. Extra individual-run packages are available for larger jobs.

These Jenkins Pre-Paks come in four perimeter units: 4 1/2" and 6" individual round-pipe systems, and 4 1/2" and 6" extended plenum systems, with either floor or side-wall diffusers.

Write for P24. Use coupon page 41.

### SASH BALANCE UNIT

The Master-Matic one-piece sash balance combination combines a smooth-operating balance with positive weatherseal, applied as a unit. It is made by Master Metal Strip Service, Inc., Dept. SBS, 1720 North Kilbourn Avenue, Chicago 39, Ill.

No lubrication or adjusting of any mechanism is required. The Master-Matic automatically adjusts for any shrinkage or expansion of the window due to atmospheric conditions.

Write for P25. Use coupon page 41.

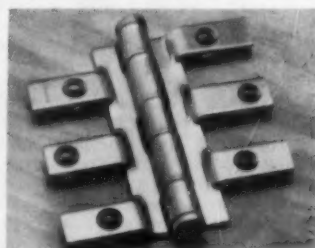
### NON-MORTISE HINGE

Faster hanging of wood residential doors is assured by a new non-mortise hinge made by the McKinney Manufacturing Co., Dept. SBS, 1715 Liverpool Street, Pittsburgh 33, Pa.

The hinge is applied with only a screw driver. Made of heavy-gauge wrought steel, the leaves of the hinge, when closed, telescope into a single thickness of metal that assures a clearance of 1/8" between door and jamb on the hinge side. Alignment is automatic.

The hinge is made in a 3 1/2" size in three finishes—dull brass plated, nickel plated, and bonderized prime coat. It fits doors up to 1-3/8" thick.

Write for P26. Use coupon page 41.



# IT'S NEW!

For full details of these new products you might profitably sell or use in your business, send your name and address with the names of the items you want to: **IT'S NEW, Southern Building Supplies, 806 Peachtree Street, N. E., Atlanta 5, Georgia.**

**BEST-VENT** double-hung windows now feature a versatile fin trim and nailing fin, permitting the builder to fit the window to any through-wall thickness of wood frame construction. Nailing fins are inserted into the grooves on the fin trim for quick installation.

**NATIONAL HARDWARE'S** solid aluminum screen and combination storm door cylinder key lock features one-piece assembly that simplifies installation or replacement. It is adjustable for metal or wood doors from  $\frac{1}{2}$ " to  $1\frac{1}{4}$ " thick.

**THERMOPANE** insulating glass units, for sealed double glazing, now are offered in three larger sizes. They measure 93" x 48 $\frac{1}{2}$ ", 93" x 60 $\frac{1}{2}$ ", and 93" x 36". They are of  $\frac{1}{4}$ " plate glass with a  $\frac{1}{2}$ " air space.

**STEELCRAFT** aluminum double-hung windows feature a solid rubber glazing bead, both stainless steel and rubber weatherstripping at all points of air filtration, and concealed spiral balances.

**WALLGRIPS** are hollow-wall screw anchors. Popular sizes are packaged in colorful containers to catch the eye of Do-It-Yourself customers. "How to" pamphlets are supplied for customer use.

**KWIKSET** lockset line now includes round, square, and star-shaped rosettes made in all popular finishes. The 5 $\frac{1}{2}$ " trim rosettes are easily installed with the 5" backset latch.

**KENTILE CORKTONE** is a new design in resilient asphalt tile, featuring random natural cork tones. It is made in light, light-medium, medium, and dark shades. Each tile is 9" square,  $\frac{1}{8}$ " thick.

**HANDY HORSE** is a Federal all-metal folding sawhorse. Weighing only 10 $\frac{1}{4}$  pounds, it has a rated capacity of 500 pounds. It will not wiggle or warp under heavy loads.

**DECOR-EZE** is Bolta's self-adhesive vinyl covering material for easy wall decoration. It consists of a washable vinyl face sheet, coated with adhesive, and protected by a paper backing that is removed before installation.

**FLORTITE** is a new tool that permits the workman laying floors to draw a strip up tightly and then hold it against the back-last, while driving nails at the same time. Flortite is

used on all DM materials including 2" plank flooring.

**LINE-O-HEAT** low-cost lineal heater prevents freezing of water pipes, pumps, roof valleys, eaves, and house gutters. This electric heating tape comes in two types—double or single strand loop.

**HEPPNER'S** magnetic power-latch retails for only 49 cents, yet has a 10-pound holding force. It is used on screen, closet, and other heavy doors to keep them firmly closed, even if warped or sagging.

**INGERSOLL** plumbing products include two new water closets and four new vitreous china lavatories. The designs are harmonious with Ingersoll steel bathtubs.

**PERMITE** is a spray enamel with a high gloss. Comes in 12 non-toxic colors for the Do-It-Yourself trade. The spray head is guaranteed.

**ROC-EDGE** Throw-Away Blade for power saws is said to last two to three times as long as ordinary blades, yet it costs less and is thrown away when dull. It is made of nickel-hardened chromed steel in two sizes, 6" and 8".

**IMPERIAL** medicine cabinets in a full range of patterns and colors have been introduced to match the Imperial Dress-atory line of bathroom vanities. The medicine cabinets range in width from 30" to 50".

**RALSTON** all-aluminum louvered windows are completely weather-sealed at horizontal louver edges with flexible translucent vinyl strips, providing a semi-hermetically sealed unit. All actuating hardware is concealed in the frame.

**FIRE-SNUF** is a self-extinguishing panel for application in skylighting in industrial buildings and institutions. These flame-resistant Resolite panels are translucent, made of fiberglass polyester resins.

**TRIMCO** steel interior door jams are easy to install, easy to clean, and decorate with a new bevel design. They guard against plaster cracks at corners.

**REPUBLIC** Steel Kitchens wall-oven cabinets are designed to take wall ovens made by several manufacturers. The double-door under-oven compartment holds cooking utensils.

**SHERMAN FORK-LIFTS** are attachments for tractors for mechanized material-handling on off-pavement surfaces. They are designed for use on Ford tractors.

**SHEFFIELD BULL DOZER** removes paint and varnish from any surface quickly and safely. It is non-flammable.

**WELLER SOLDERING** kits include a 250-watt soldering gun, Kester solder, cutting and smoothing tips,

double-end wrench, and two instruction booklets. Ideal for home workshops.

**GOODYEAR ALL-VINYL** flooring now comes in 36" and 27" widths. It is available in seven marbled styles and two plain colors.

**SCRUSWIV** adjustable wheel-type casters compensate for uneven floor surfaces. They are used on kitchen and laundry appliances, office furniture, industrial carts, hospital equipment, and similar applications.

**BLAKE BRICK-SPACER** is a simple gadget that enables amateur bricklayers to align brick perfectly. It greatly strengthens the wall. It is a sheet of steel 2 $\frac{1}{2}$ " x 2 $\frac{1}{4}$ " stamped out in the form of a small platform resting on four triangular prongs, the thickness of a mortar joint.

**AJAX SPRING-EZE** flexible door stop eliminates injured ankles and toes, lost rubber tips, and cleaning difficulties. It is a flexible steel spring with vinyl plastic tip.

**ROCKLIN WAGON HARDWARE** now comes in a kit that makes it simple for a farmer or home handyman to build his own straight-side wagon box.

**CORONET CARRARA** plastic tile is now made in 8 $\frac{1}{2}$ "-square giant size. Like the 4 $\frac{1}{2}$ " tile, it is made in 11 colors.

**RUUD ALCOA** alloy automatic gas water heaters come in four models to meet all residential needs. They are operated with natural, mixed, manufactured, and LP gases. They are guaranteed 10 years.

**GRAMWOOD** wall panel kits are stocked with gum, striped African mahogany, birch, plain sliced walnut, and rift oak plywood. Designed to better acquaint the home-owner with the Gramwood plywood line, the kits are priced from \$2 to \$22.

**VERSA-RAILINGS** and Versa-Columns are wrought-iron stair railings and columns that can be installed quickly by the home-owner. Adjustable fittings permit vertical adjustment of railing sections for leveling.

**CHEM-REM** is an improved black Speco paint, resistant to acids and alkalies. This one-coat paint is recommended for both interior and exterior use on metal, masonry, or wood.

**WHITE-RODGERS** has announced a room thermostat designed for such electric heating installations as radiant-cable heat, radiant-glass panels, radiant-electric baseboards, and rubber panels.

**YALE AND TOWNE'S** Prestige line of matching door knobs and switchplates is made of hand-decorated porcelain. Designs include a floral spray, wild fowl, two rose patterns, and plain black or white. All are trimmed with 24-karat gold.



# silent salesmen

## BUILT-IN RANGE



A new easy-to-assemble cabinet for built-in gas cooking equipment measures 25½" deep, 28" high, and 66" wide. A rustic sign announces "Antique Coppers by Chambers."

Of natural knotty pine with wrought iron hardware, the unit is made either with simulated doors or with doors that open into cabinet space for literature.

**Contact:** Chambers, Dept. SBS, 2464 North Meridian Street, Indianapolis, Ind.

## SHOWER DOOR FOLDER

A simplified, easy-to-read, comic-book type folder, N-180, shows home-owners how to install their own Permalume "Double-Rollaway" tub enclosure.

The bright yellow folder features a buffonish "chief engineer," Vermin S. Hammerhead, who explains the step-by-step procedure in three pages. The fourth page tells how to overcome abnormal conditions or unusual problems.

**Contact:** Shower Door Co. of America, Dept. SBS, 1301 Chattahoochee Avenue, N. W., Atlanta, Ga.

## KEEPS HARDWARE NEAT



National hardware is now sold in a "Select-A-Pak" slide box with acetate cover that keeps merchandise clean and sorted.

Displays and counter layouts have been designed by the manufacturer to fit modern wall, island, and gondola fixtures. The retailer selects

from a number of different assortments of cabinet hardware, forged iron hardware, shelf hardware, furniture trim, cabinet locks, screws, and bolts.

A display board or panel with mounted hardware is given free with a purchase of any one of the several assortments.

**Contact:** National Lock Co., Dept. SBS, Rockford, Ill.

## FIR-DOOR SALES KIT

To promote the industry's re-styled line of decorative fir panel doors, the Fir Door Institute has prepared a sales kit that is free to dealers.

This kit includes 10 copies of a booklet featuring the entire line of panel doors in 45 decorative combinations; a brightly colored, space-saving counter dispenser for the booklets; two 27"x13" window banners; newspaper ad mats in three sizes, featuring interior, entrance, and garage doors.

**Contact:** Fir Door Institute, Dept. SBS, Tacoma 2, Wash.

## CHAIN TOWEL-RACK



A free display is offered to dealers with the purchase of two Towelinks—chains of heavy solid brass plated with pure chromium that attach to bathroom walls as decorative towel holders.

The Towelink is made in four sizes—18", 24", 30", and 36" in either single or double drape.

**Contact:** Miami Cabinet Division, Philip Carey Manufacturing Co., Dept. SBS, Cincinnati 15, Ohio.

## KITCHEN PLANNING BOOK

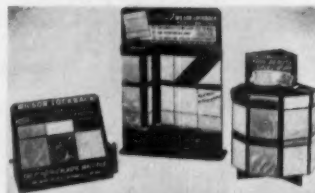
Youngstown Kitchen dealers now offer consumers an "Answer Book to Kitchen Planning and Decorating."

Outlining basic planning facts, the four-color booklet describes and illustrates straight-wall, L-shaped, U-shaped, and corridor kitchens. Reproductions of fabrics, enamels, floor coverings, wallpaper, and paints are

included to suggest decorating schemes.

**Contact:** Mullins Manufacturing Corp., Dept. SBS, Warren, Ohio.

## PLASTIC TILE DISPLAY



Three plastic wall tile displays are available for Wilson Lockback dealers.

Two of the displays feature revolving mechanisms to permit selection of shades of tile and trim that go well together.

The third shows how the tile and various trims look when applied to walls. It shows how the tile is locked to the wall, how reinforcing ribs add durability, and how moisture is sealed out.

**Contact:** Wilson Plastics, Inc., Dept. SBS, Sandusky, Ohio.

## "TALKING" FAN DISPLAY

A sound recording behind the Stewart Kitchen-Aire's "Talking" display board tells the complete sales story of the "multiple-vent" roof and wall ventilating fans.

Additional aids to this display board are the Kitchen-Aire fan, scales, and thermometer.

**Contact:** Stewart Industries, Inc., Dept. SBS, 320 East St. Joseph Street, Indianapolis 2, Ind.

## CHALK LINE DISPLAY

A merchandising display holds two layers of King Cotton chalk line, packaged in bright blue and yellow. It contains 50' balls of No. 15, 18, or 21.

**Contact:** John H. Graham and Co., Inc., Dept. SBS, 105 Duane Street, New York, N. Y.

## DO-IT-YOURSELF IDEAS

Six Do-It-Yourself ideas are explained for the home-owner in a 16-page booklet offered by an insulation manufacturer.

Projects covered include: Insulate Your Home, Finish Your Attic, Add A Room, Enclose Your Porch or Breezeway, Finish Your Garage, and Finish Your Basement. The booklet also includes design ideas and a table showing how work can be financed.

**Contact:** Owens-Corning Fiberglas Corp., Dept. SBS, Toledo 1, Ohio.



## National Gypsum Boosts Three Production Men

The National Gypsum Co., Buffalo, N. Y., has advanced Lewis B. Crowell, George E. Koch, and W. J. Sprau to newly-created positions of Production Managers.

Lewis R. Sanderson, National Gypsum president, announced that Crowell will be responsible for the company's Eastern Gypsum Division. It consists of plants in Akron, Ohio; Baltimore; Clarence Center, N. Y.; New York City; Portsmouth, N. H.; and Savannah. A graduate of Rensselaer Polytechnic Institute and a former reporter for Dun and Bradstreet, he has served 18 years in the building materials industry.

Koch will be responsible for the company's Western Gypsum Division. This includes plants in Fort Dodge, Ia.; Medicine Lodge, Kan.; National City, Mich.; Rotan, Tex., and Shoals, Ind. He is a graduate of Wagner College and the New York University Graduate School of Business Administration. He has been in the Building materials industry since 1936.

Sprau will be in charge of the Paper Division, including plants at Garwood, N. J.; Kalamazoo, Mich.; Newburgh, N. Y., and Pryor, Okla., and the company's insulation board plant at Mobile, Ala. He is a graduate in chemical engineering from Purdue University.

## More Cement from Plants in Houston and Dallas

The General Portland Cement Co. is expanding its Dallas operations again. Capacity of General Portland's newest plant, which was built in Texas in 1951, will be expanded by 1,250,000 barrels of cement annually.

New facilities will include a new 425-foot kiln and additional grinding equipment. The new equipment is expected to be in operation about July 1.

New facilities under construction at the company's Houston plant will go into production soon, adding 1,250,000 barrels of cement per year to the Houston capacity.

The General Portland Cement Co. also has plants in Fort Worth, Tampa, Fla., and Chattanooga, Tenn.

## Open Worthington Exhibit

An educational exhibit of basic industrial machinery was opened to the public at 99 Park Avenue, New York City, December 1, by the Worthington Corp.

Nearly all displays permit the visitor to try out machinery himself, gaining an understanding of various



## NOW LUDMAN CORP. VICE-PRESIDENTS

Promotion of three officials of the Ludman Corp. to vice-presidencies is announced by President Max Hoffman. Ludman is the world's largest manufacturer of window and jalousie products that are distributed internationally. These new vice-presidents, seen left to right above, are Carl Schilke, William Vollmer, and Henry W. Tavs.

Schilke, left, is assistant to the president. He came to Ludman from the Reynolds Metal Co.

Vollmer, center, is Ludman's chief engineer. He is a member of the American Society of Mechanical Engineers and of the Engineers Society of Detroit.

Tavs, right, is a national marketing authority who heads Ludman's sales and promotion.

machines and what they accomplish.

The exhibit is divided into five main sections—basic principles and applications; home comfort; products for industry, business, and home; construction equipment at work, and Worthington City. The last is a three-dimensional diorama showing a composite of community life as served by Worthington.

## Dinges Adds Door Lines

Commander Door, Inc., has appointed the George J. Dinges Co., building material manufacturers' agent, as the sales organization for Commander and Western sectional overhead garage doors and for Monarch interior flush doors.

From offices at 800 Peachtree Street N. E., Atlanta, Ga., the Dinges firm will serve wholesalers and dealers in Florida, Georgia, and Tennessee.

## Greenwood Heads IBI

Marvin Greenwood, vice-president and general sales manager of the Celotex Corp., was elected president of the Insulation Board Institute at the annual meeting recently in Chicago. He succeeded Flintkote's J. Z. Hollmann.

New vice-president is E. K. Clark, vice-president of the Johns-Manville Sales Corp. V. R. Belden, insulation products merchandise manager of the U. S. Gypsum Co., is treasurer.

## Sawdust Fills Holes

On a recent trip through Missouri and Kansas, Owen Stebbins, field representative of the California Redwood Assn., encountered a dealer covering holes caused by counter-sunk finish nails. He put a little glue in the hole, then filled it with fine wood sawdust.

Stebbins pointed out that the dealer was using the same procedure recommended by a March, 1940, bulletin from the association. It suggests filling holes in redwood paneling with "redwood sawdust, very fine, with barely enough glue to make it stick."

## Forms Technical Council

The American Welding Society has created a technical council to plan, review, and coordinate its varied technical activities.

The new AWS Technical Council is composed of leading authorities in the welding industry. The chairman is I. Morrison of Morrison Steel Products, Inc. Members are: R. W. Clark, General Electric Co.; G. O. Hoglund, Aluminum Co. of America; J. H. Humberstone, Air Reduction Sales Co., Inc., AWS president; F. L. Plummer, Hammond Iron Works, junior past president; J. G. Magrath, secretary, ex-officio; and S. A. Greenberg, technical secretary of the society, and as secretary for the council.

# **manufacturers' NEWS**

**ARCATA, CALIF.:** The Redwood Division of the Simpson Logging Co. has changed its name to the **Simpson Redwood Co.** The name change applies to Simpson's mill operations at Klamath and Arcata, and to the redwood sales organization at San Francisco, headed by E. G. (Dave) Davis. Simpson Redwood Co. sales representatives are located in Dallas, New York, San Francisco, and Chicago.

**MINNEAPOLIS, MINN.:** The **Waco Manufacturing Co.** has secured manufacturing and distribution rights for Gyp-C dry-wall tools from the Gypsum Ceiling Jack Co., Cedar Rapids, Iowa. The line includes jacks, props, and carriers.

**CHICAGO, ILL.:** The **American-Marietta Co.** has acquired control of the 74-year-old Standard Lime and Stone Co. of Baltimore, Md. Standard operates nine plants in seven states producing portland cement, crushed limestone, and chemical lime.

**WARREN, ARK.:** The **Southern Lumber Co.** recently honored its employees with long service records at a banquet. C. E. McKinney and Tom Green received 50-year pins, watches, and \$500 savings bonds. B. H. Gill received a \$100 bond for 35 years, and Lee Ketchand, now retired, received a bond, pin, and watch for his 35 years. Other employees received recognition and gifts.

**AMERICUS, GA.:** Newest manufacturing activity here is the **Rymer Lumber Co.**, owned by J. H. Rymer. The plant makes loading pallets for the Albany Marine base.

**LOUISVILLE, ALA.:** J. E. Daniel and Frank Daniel, of the **Midway Lumber Co.**, have bought the planer mill formerly operated by M. D. Shirley. The Midway firm's mill at Clayton was destroyed by fire several weeks ago.

**BRAZIL, IND.:** The **Arketex Ceramic Corp.** has bought the Hydraulic Press Brick Co. plant. It has been designated Arketex plant No. 4.

**WISCONSIN RAPIDS, WIS.:** Frank E. McCarty has been named installation specialist for the **Conso-weld Corp.** He will work with field representatives and distributors on application of plastic surfacing.

**PHILADELPHIA, PA.:** The **National Metal Awning Assn.** moved to new quarters December 15. The new address is third floor, 5921 North Broad Street, Philadelphia 41, Pa.

**MEMPHIS, TENN.:** George Hearn is now advertising manager for **Huntington Industries, Inc.** Formerly he was sales promotion manager for "Advertising South."

**DALLAS, TEX.:** Sid Vendermiller is now regional factory sales representative for the new cross-corrugated aluminum roll roofing made by the **Quaker State Metals Co.** From headquarters at 607 N. Buckner Boulevard, Vendermiller will travel Texas, Oklahoma, Louisiana, and Arkansas.

**NEW ORLEANS, LA.:** The Cooling Tower Institute's subcommittee on wood maintenance met in New Orleans December 3 to discuss maintenance of large industrial cooling towers. Willard E. Pratt, head of the **California Redwood Assn.** technical division, represented his industry at the meeting.

**CHARTERS OF INCORPORATION: Smith-Blackman Lumber Co.** Smithfield, N. C.

**DALLAS, TEX.:** William H. McCombs has joined the **Dicks-Pontius Co.** as a sales representative for its line of caulking and glazing compounds and putties. He will call on building material firms throughout Texas.

**NEW YORK, N. Y.:** The **National Gypsum Co.** has appointed Adam M. Wyant as assistant secretary. Since joining the company in 1946 he has served as assistant in the division of plant labor relations and administrative assistant in the secretary's department.

**CHICAGO, ILL.:** The **Zonolite Co.**, miner and processor of vermiculite lightweight plaster aggregate, has appointed Robert Wasem as a full-time program coordinator. This plaster specialist will increase awareness among architects and contractors of vermiculite's advantages.

**BOCA RATON, FLA.:** The **Russell Reinforced Plastics Corp.** of New York City has appointed Alexander C. H. Weiss as regional sales manager operating from their Boca Raton plant. He will promote commercial applications of Tropicglas.

**MINNEAPOLIS, MINN.:** R. H. (Hank) Jacobs fills the newly-created position of sales manager of the merchandising division of the **Minneapolis-Honeywell Regulator Co.** He will be responsible for sales to the homebuilding market.

**ARDMORE, OKLA.:** Dudley Lee Poe III represents the **Ruberoid Co.** in Oklahoma. He was graduated from the University of Tennessee last year with a major in marketing.

**CHICAGO, ILL.:** W. F. Pruter Jr. is now assistant sales manager of plaster bases for the **U. S. Gypsum Co.** He replaced J. W. Polk, who was named district manager in northern Illinois.



**PROCTOR SALESMAN**

Cecil H. Redfern, above, is a new member of the sales team of E. W. Proctor and Co., manufacturers' agents in the Southeast for several lines of hardware, building board, and other materials. From Decatur, Ala., Redfern travels Tennessee and Alabama and west Florida. He is a graduate of the University of Georgia and a member of the Sigma Chi fraternity. He served two years with the U. S. Army in Hawaii before joining his uncle's agency.

**RICHMOND, VA.:** **Ruberoid's** new sales representative in central Virginia is Kenneth G. Barrie. Formerly with the Capitol City Lumber Co. in Hartford, Barrie has been in the building materials field for eight years.

**MEMPHIS, TENN.:** Charles D. Webster has been appointed district manager in the South-Central territory for the **Barnes Manufacturing Co.**, maker of pumps and water systems. He will promote the full line in Alabama, Mississippi, eastern Arkansas, western Tennessee, and southern Kentucky.

**CLEVELAND, OHIO:** Robert D. Albyn now represents the Tectum Division of the **Alliance Manufacturing Co.** in Kentucky, West Virginia, and four other states. Previously he served as branch manager for the Union Asbestos and Rubber Co. and the Fiberglas Corp.

**NEW YORK, N. Y.:** **Standard-Toch Chemicals, Inc.**, has announced an expansion program for its oldest division, Toch Brothers. Named as sales manager was Louis G. Gordon, who joined the firm in 1930 and got his early training under the late Dr. Maximilian Toch.

**BALTIMORE, MD.:** The **Air Mas-**

ter Corp., Philadelphia manufacturer of aluminum combination doors and windows and jalousie doors, has opened a Baltimore sales office and warehouse. Morris Gellar has been appointed manager.

**MASHABA, SOUTHERN RHODESIA:** The **Johns-Manville Corp.** held an official opening of two more asbestos mines November 25 and a new central mill with an initial capacity of 20,000 tons of fiber annually. According to General Manager James R. Ewing of Rhodesian Asbestos Limited, the J-M Mashaba operations are the most modern in this area.

**LAUREL, MISS.**: E. H. Karer has been promoted to manager of central planning at **Masonite's** Laurel plant. He replaced J. J. Allegretti, who was transferred to Chicago to become manager of market research and product development.

**COLUMBUS, OHIO:** The **Perma-Stone** organization recently marked the 25th anniversary of the founding of the firm by Edward Miller. Over 300 Perma-Stone dealers in the United States celebrated locally.

**CHICAGO, ILL.**: James C. Whitney has been named assistant merchandise manager for insulation sales for the **Celotex Corp.** For the last seven years, Whitney has been assistant to Vice-President Marvin Greenwood.

**RIVERTON, VA.**: Edward I. Williams, president of the **Riverton Lime and Stone Co., Inc.**, has been re-elected president of the Virginia Manufacturers Assn.

## Tennessee City First to Qualify for Aid

The City of Clarksville, on the Cumberland river in Tennessee, is the first to have a "workable program" for the elimination and prevention of slums and blight throughout the city within the meaning of the Housing Act of 1954 approved by the Housing and Home Finance Agency. Consequently, Clarksville was certified by HHFA Administrator Albert M. Cole to obtain the various types of Federal assistance which are contingent upon the workable program.

Clarksville is completing plans for a slum clearance and urban redevelopment project that will comprise 52 acres. It provides for clearing the worst slum in the city, including 114 substandard dwellings, and redevelopment of the area for industrial, commercial, and public re-use. An urban renewal project downtown is now under consideration.

Clarksville has filed application to the Public Housing Administration for construction of 100 additional units and has submitted a certifica-

tion of need for these dwellings. The city now operates two low-rent public housing projects of 100 units each.

According to HHFA, the workable program submitted by the city of Clarksville shows that the city has met these seven essential objectives: codes and ordinances, general community plan, neighborhood analyses, administrative cooperation, financing, and housing displaced families.

As a result of Cole's certification, Clarksville has completed its first prerequisites under the Housing Act of 1954 for Federal assistance for:

1. Loan or grant (or both) funds from the HHFA Slum Clearance and Urban Redevelopment Division for urban renewal projects involving clearance and rehabilitation in slum and blighted areas.

2. Annual contribution, or capital grant funds for public housing, such aid to be provided by the Public Housing Administration.

3. Mortgage insurance by the Federal Housing Administration for residential rehabilitation and construction in an urban renewal area, under the new Section 220 of the National Housing Act.

4. Mortgage insurance by the Federal Housing Administration for residential rehabilitation and construction for moderate income families displaced from their homes by governmental action, under the new Section 221 of the Housing Act.

## Sell McCall Patterns

Lumber dealers already are taking advantage of McCall's new line of woodworking patterns for Do-It-Yourself handymen. The first 12 patterns were introduced to McCall's magazine readers in the January issue.

McCall's magazine has appointed Jackson Hand as its home projects editor. He formerly was assistant editor of *Better Homes & Gardens*, editor of the *National Furniture Review*, and technical editor of *Camera* magazine. Hand has worked on newspapers in Buffalo and Milwaukee. A graduate of the University of Wisconsin, he has four children.

Among the Southern and Southwestern dealers selling the patterns are Munford Do-It-Yourself Stores, Atlanta, Ga.; Stagg Supply Co., Beaumont, Tex.; Howell Lumber Co., Bryan, Tex.; Wright-Bachman Lumber Co., Charleston, W. Va.; Dallas North Lumber Co., Dallas, Tex.; Jones Lumber Co., Fort Worth, Tex.; Village Lumber Co., Houston, Tex.; Purcell's Do-It-Yourself Shop, Lexington, Ky.; Long Bell Lumber Co., Oklahoma City, Okla.; Hanna Lumber Co., Tulsa, Okla.; Bunting Hardware Co., Kansas City, Mo.; Long-Bell Lumber Co., Kansas City, Mo.; and Central Hardware, St. Louis, Mo.

## Coppo Co. Changes Name and Sells Penta

The name of the Coppo Co. has been changed to the King Chemical Co. Headquarters remain at 2342 South Lauderdale in Memphis, Tenn.

The King Chemical Co. has purchased the Package-Goods Division of the Chapman Chemical Co. in Memphis. King will now package and sell pentachlorophenol preservatives under the trade-names of Seal-Treat, Deep-Treat, and Deep-Treat Concentrate. These are in addition to King's own copper-naphtenate preservatives, Coppo and Coppo Clear.

The King firm will maintain warehouse stocks for the nation's most complete line of ready-to-use wood preservatives at Tampa, Fla.; Charleston, W. Va.; Jersey City, N. J.; Oakland, Calif.; Portland, Ore., and Spokane, Wash.

King products will be sold only through wholesale distributors. Dealers are invited to obtain names of their nearest jobbers by writing to the King Chemical Co., P. O. Box 3565, Memphis 6, Tenn.

## Ralph L. Smith Buys Wildwood Lumber Co.

The Wildwood Lumber Co. in Wildwood and Red Bluff, Calif., was purchased last month by the Ralph L. Smith Lumber Co. of Anderson for more than \$500,000, according to A. B. Hood, Smith's vice-president and general manager.

This acquisition gives the Smith firm a mill convenient to the some 200 million feet of timber it purchased recently from the U. S. Forest Service. It opens up an extensive virgin territory 56 miles from Anderson, Calif.

The Wildwood company purchase provides large planing mill capacity in Red Bluff and a sawmill at Wildwood. Added to the output of mills at Anderson and Castella, the facilities will shoot the Ralph L. Smith Lumber Co. production to 125 million feet annually.

This expanding firm started operating in Shasta county in 1947. W. A. Constans is sales manager. R. W. Mason is secretary-treasurer. The timber resource manager is Walter O. Hansen. A. L. Johnson, over 10 years with the firm, will be general superintendent of the Wildwood operation.

## Camp Firm Consolidates

Stockholders of the Camp Manufacturing Co., Inc., and the Lumber Sales Corp., both of Franklin, Va., effected a merger of the two firms





Saves 30% to 40% on fuel!



Easy operation!



Silent operation!

GET THE  
**FACTS**

ON THE MOST  
**ADVANCED WEATHERSTRIPPING!**



**ZEGERS**

*Dura-seal*

COMBINATION METAL WEATHERSTRIP  
AND SASH BALANCE

Now! Here's the complete story about the most advanced window equipment on the market! It's a new folder that gives all the facts on Zegers Dura-seal Combination Metal Weatherstrip and Sash Balance... how it provides 4½ times better weather protection plus easy window operation. Read about Dura-seal's One-Piece Jamb Member that maintains a constant air seal and smooth opening and closing no matter how the sash may expand or contract... about "Si-vel" coated springs that assure silent operation. See actual scientific proof that Dura-seal provides the best weatherstripping. Write for this important folder today!

Zegers Incorporated  
8098 South Chicago Ave.  
Chicago 17, Illinois

at a meeting on December 6.

Organized in 1943 to wholesale forest products in the area from North Carolina to New England and west to Ohio and Indiana, the sales corporation had handled practically all of Camp's lumber output as well as stock from Southwestern mills.

The consolidation will complete the sales planning program of the Camp Manufacturing Co.

## Paul Fox Now Heads Southern States Firm

Paul H. Fox has been elected president of the Southern States Iron Roofing Co., which distributes sheet metal and other building products from warehouses in 12 Southern cities. He formerly was sales manager of the Chicago central region of the Reynolds Metals Co., of which the Southern States firm is a subsidiary.

Fox succeeds Frank O. Wahlstrom, of Savannah, as active head of SSIRCO. Wahlstrom announced his retirement as president due to illness. He will continue, however, as a member of the Southern States board of directors.

Luther Stein, former senior vice-president and general sales director of the Belknap Hardware and Manufacturing Co. in Louisville, Ky., was chosen chairman of the SSIRCO board of directors. Stein retired last April from the Belknap position which he won in 1925 after serving as a director since 1919.

Paul Fox joined Reynolds Metals in 1941. He was the firm's assistant sales manager from 1945 to 1951. He then was made general sales manager of the Chicago office, which serves five midwestern states and parts of two others. In the Illinois city he was active in the Sales Executives Club, State Chamber of Commerce, Community Fund, and North Shore Methodist Church.

## Speedy Thief Escapes

After stepping out of her office "for less than five minutes," a secretary for the Audrain Lumber Co. in Mexico, Mo., returned to find \$924 in cash missing from the top of her desk.

She had taken the money from the safe for the daily deposit and laid it on her desk, with the money bag and a stapler over it.

The only other evidence of a thief was a half-opened window, that no company employee had opened.

After breaking a side window and reaching through to unlock the sash, burglars entered the Houston Lumber Co. office in Wichita, Kan. They stole 25 blank payroll checks and a rubber stamp.



# CABINET THOROUGHBREDS

C  
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**GREGG**

**JUST WHAT  
MR. DO-IT-YOURSELF  
IS LOOKING FOR TODAY!**

Take advantage of the rapidly expanding market among home owners today. The "do-it-yourself" idea is popular through the country and increasing numbers of men (and women too) are finding that they can now afford extra conveniences in their home — the things they have always wanted, because — they can do it themselves.

## **GREGG — The Thoroughbreds of Corner Cabinets . . .**

are one of the first things everyone wants to add to their home. They are easy to handle — each comes completely packed in corrugated carton, and easy to install — a screwdriver is the only tool needed. Every Gregg Corner Cabinet is authentically styled, whether traditional or modern, and there is a style to suit every home — Modern, Ranch, Colonial, French Provincial, or Georgian. And . . . a style to suit every budget too. Materials are of the best and the workmanship is unsurpassed, for it is founded on over 200 years of woodworking craftsmanship.



The Modern Woolchester



No. 74-A



No. 1000



No. 63-A

Send for our Cabinet Brochures and Prices.

**GREGG & SON, INC.** FACTORY AT  
FRAMINGHAM, MASS. NASHUA, N. H.

## **GREGG & SON, INC. FRAMINGHAM, MASS.**

GENTLEMEN: Please send me Brochures and Prices on Gregg Corner Cabinets,

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## MILLWORK JOBBERS GIVE PREXIES PLAQUES AND AIR PROBLEMS

Past-presidents of the Southern Sash and Door Jobbers Assn. were presented engraved "appreciation" plaques at the winter meeting in New Orleans last month. At right, President James M. Green shakes hands with W. Horace Woods, immediate p.p. Watching, from left, are J. Reese Jones Jr., T. E. Addison Jr., W. A. Compton, and L. G. Riecke. Jones and Addison received plaques in behalf of their fathers. Compton served in 1942-44. Riecke served in 1944-46.



## BETTER SERVICE FOR BINSWANGER CUSTOMERS!



Quicker service for retailers in the Greenville and Florence, S. C., areas is the result of these two new Binswanger and Co. warehouses. The buildings incorporate many of the materials distributed by this Richmond, Va., firm, such as Malibu sliding glass doors, Armstrong Cushiontone acoustical tile, steel Sun-Sash windows, Braseco entrance doors, Insulux glass block, Vita automatic operation for windows glazed with Thermopane, Aklo hammered glare-reducing glass, Vitrolite and Mirawal walls in restrooms, and Temlok. Fritz C. Mitchell manages the Greenville warehouse, seen in top photo. Lou Winterhalter runs the Florence branch, shown in bottom picture.

Attendance at the December 2 meeting of the Southern Sash and Door Jobbers Assn. board of directors was exceptionally high, hence the photo above. Seated around the table, left to right, are W. S. Miller Sr., J. Reese Jones Jr., J. B. Carney, C. E. Hughes, Ken C. Johnson, Carl L. Bridenthal, R. C. Slack, Carter Wood, Ellis M. Wilson Jr., Vice-President David P. Steves, President James M. Green, Secretary Thomas Birchfield, and L. G. (Sleepy) Riecke.

Standing, left to right, are Ben L. Johnston, C. C. Landskroener, M. C. Davidson, A. C. Neff, Joseph M. Rubens Jr., John W. Rourke, W. Horace Woods, James R. Druhan, Merritt Sutherland, Maurice Long, W. F. Monsarrat, W. A. Compton, K. T. Casey, J. W. Zuber, W. W. Logan Jr., Jeffrey Folse, Dan E. Hardy, and Marvin Miller.

Jobber meetings by regional location took up "local problems" of members. The moderators were Horace Woods, Houston, Western; J. W. Zuber, Atlanta, Eastern; and W. A. Compton, Shreveport, Central.

# STRICTLY wholesale

CHARTERS OF INCORPORATION: Callahan Lumber Co., Charlotte, N. C.; Hamer Lumber Sales, Kenova, W. Va.

JACKSONVILLE, FLA.: Benjamin Products Co., headed by George M. Benjamin, have been appointed distributors in north Florida for the products of the U. S. Plywood Corp. and the Mengel Co.

NEW ORLEANS, LA.: The Tulane Hardwood and Lumber Co. has been appointed wholesale distributor for Insulite structural, decorative, and acoustical insulating board; hardboard, and insulating wool. Its territory includes parts of Louisiana, Mississippi, Alabama, and Florida.

SUMTER, S. C.: The Dealers Wholesale Co., Inc., recently opened here to serve dealers throughout South Carolina. The firm has 35,000 square feet of warehouse space formerly occupied by the Imperial Lumber Co. Three outside salesmen offer retailers a general line of building materials. Otis M. Arnold is president; C. D. Brunk, vice-president, and Logan L. Phillips, secretary and treasurer.

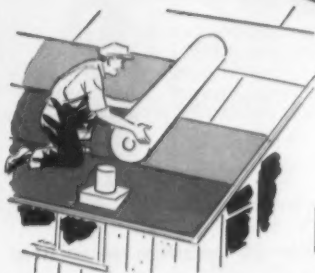
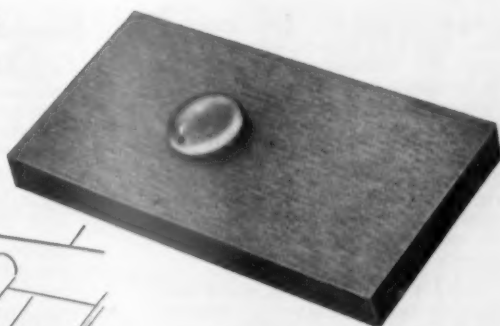
JACKSON, MISS.: The Fred Thrasher Co. is now distributor in this area for Spacemaster folding doors. They are made by New Castle Products, Inc., makers of Modern-fold doors which the Thrasher firm already handles.

MERIDIAN, MISS.: The Burdette O'Leary Lumber Corp., which has served retailers in Mississippi for 25 years, has announced that it will split into "two separate, but friendly corporations." The new firms are known as the Burdette Lumber Corp., supervised by A. D. (Red) Burdette, and the Paul O'Leary Lumber Co., under supervision of Paul O'Leary. The split was made "to afford broader opportunities for our sons, who will soon come into the businesses . . ."

DALLAS, TEX.: After 32 years of operation in the same location, the Roddis Lumber and Veneer Co., Inc., has moved into a new office and warehouse building at 8200 Lovett Street. One of the most modern wholesale facilities in the state, it features seven loading docks, truck drive-in service, large display room, and 50,000 square feet.

ST. LOUIS, MO.: The Henges Co., Inc., recently bought a \$125,000 warehouse to consolidate its three warehousing operations under one roof. Company offices at 2814 Locust Street will remain the same.

Visit us at the NAHB Show  
Booths No. 68-69  
at the Conrad Hilton Hotel



Roof Decking in 4 thicknesses—applied on rafters  
16", 24", 32" or 48" o.c. Live load 200 lbs. per sq. ft.

## Weatherproof HOMASOTE

— now available in new sizes, thicknesses and densities

The oldest and strongest insulating-building board on the market is now available in a wide variety of sizes, thicknesses and densities—to meet every requirement for the sheathing of roofs, sidewalls and floors... for exterior finish

... for interior finish of walls and ceilings... for the decking of flat, mono-slope, sloped and pitched roofs... for underlayment under wall-to-wall carpeting,  $\frac{1}{8}$ " linoleum, Vinyl and plastic tile... for the making of products as varied as swing-up garage doors, chests and bookcases. In every form, Homasote is weatherproof and crackproof.

In its  $\frac{1}{8}$ " and  $\frac{1}{4}$ " thicknesses, it is available in sizes up to 8' x 14'; in the other thicknesses, it is normally provided in the sizes most convenient for each particular application. In all forms, it can also be supplied—to your order—in special sizes and/or shapes.

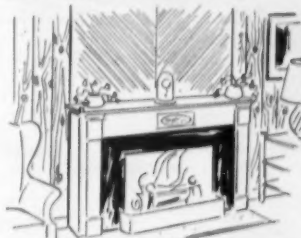
This material is highly moisture-resistant.

When a small amount of water is poured on a piece of Homasote, a bubble forms as shown in the illustration. Allowing only for an extremely dry room, the bubble is essentially unchanged the next day. A good many customers have found this a convincing demonstration.

We would like to send you a sample piece of Homasote for you to test for its weatherproof qualities—for nail-holding, sound-deadening and any other test that has a bearing on your immediate requirements. We will also send you detailed specifications literature covering all Homasote Boards. Please address your inquiry to Department A-15.

### HOMASOTE COMPANY

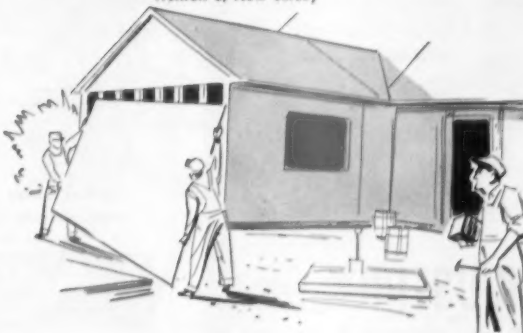
Trenton 3, New Jersey



Striated and Wood-Textured panels—for interior or exterior finish; 8' lengths, 16", 32" and 48" widths.



Resilient Underlayment Panels— $\frac{3}{8}$ " thick—in 4' x 4' units.



$\frac{1}{8}$ " asphalt-free Sheathing—V-grooved in 2' x 8' panels, and (not grooved) in sizes up to 8' x 14'.

NEW ORLEANS, LA.: Olivier, Inc., has been franchised as distributor for Youngstown Kitchens in 35 southern Louisiana counties and counties in south Mississippi.

MEMPHIS, TENN.: Central Woodwork, Inc., has announced the appointment of Evans Horn as sales representative for northeastern Arkansas and southeastern Missouri. He replaced Darrell Spencer, resigned.

HOUSTON, TEX.: J. A. Walsh and Co., now distributes the Martha Washington line of built-in ovens and broilers in southeastern Texas.

## Seminar for Jobbers

The Building Products Division of the Armstrong Cork Co. this month will resume seminars for the salesmen of wholesale distributors of their products at the home offices in Lancaster, Pa., according to F. O. Schweizer, manager of Armstrong's promotion and sales training department.

As at previous seminars, that to be held from January 17 through 21 will present merchandising and advertising tips for jobber salesmen, plus news of new products and product uses.



## TO BECOME PLYWOOD

Emmert B. Doub, a director of the Harbor Sales Co. in Baltimore and Washington, poses here in front of a huge log at the plywood mill of Harbor's British supplier in Lydney, England, with a Utile log typical of those used to produce boat plywood. Doub and President D. K. Covington recently visited mills producing Utile in Britain and producing Utile (Gaboon) in Holland, in an attempt to meet Harbor's orders for African mahogany types. Among the other products Harbor distributes in the middle Atlantic area are Super-Harbord and Harbortite.

## U. S. Plywood Buys All of U. S.-Mengel Plywoods, Inc.

The United States Plywood Corp. has acquired the interest of the Mengel Co. in U. S.-Mengel Plywoods, Inc., by exchanging shares in USP for the distributing firm stock. The 28 distributing units of this company are presently doing a volume of approximately \$25 million a year.

The acquisition is expected to increase U. S. Plywood sales by approximately \$15 million annually.

The Mengel Co. will continue to supply U. S.-Mengel Plywoods, Inc., branches with several of its products, mainly doors.

U. S. Plywood Corp. has also acquired 100-per-cent ownership of the manufacture and sale of Flexwood and Kalistron. These operations formerly were conducted with the Mengel Co. and others.

This move has resulted in the creation of a new product section for U. S. Plywood Corp., called the Flexible Materials Division. Charles L. Westray is production chief in the new Louisville, Ky., plant. Warren E. Poitras is sales manager in New York City headquarters.

Kalistron is a leather-grained vinyl plastic sheeting. Kalitex is a material of lighter weight with basket weave. Flexwood is a natural wood veneer, bonded to cotton backing.

**NOW IN COLOR!** The most completely

engineered **ALUMINUM SIDING**... designed for new construction and remodeling

## Life-time Aluminum Weatherboard!

WITH THE BEAUTIFUL BAKED-ON ENAMEL FINISH



"THE LIFE-GUARD OF THE AMERICAN HOME"

Your guarantee of a fast and perfect job is inherent in this precision-engineered material itself... self-aligning, positive positioning. Just nail it on, the job is done... and that satisfied customer sells others.

Check these Specifications:

The most irresistible seller to the vast American market of homeowners sick of costly repeat jobs and high fuel bills. Check these advantages.

- Lower Costs for Higher Value — actual new construction cost records prove vast savings over use of other exterior sidings.

- Permanent Modern Beauty — all nails hidden, no more frequent repainting!

- Sensational Insulation — high radiant heat reflection plus solid wind barrier.

### SIDING PANEL—

**Dimensions:** Aluminum .025" thick. Panels 8" wide by 120" long. 15 panels per square (100 sq. ft. net coverage).

**Preparation:** Chemically treated and primed.

**Finish:** Finest Titanium Oxide, plus finest alkylid resin enamel factory baked and cured.

**Weight:** Approximately 50 lbs. per square.

**Packing:** One square to carton, all panels interleaved with protective paper.

### ACCESSORIES—

Same gauge, preparation and finish as siding panels, packed in special marked cartons.

### ACCESSORIES



Write for full facts...  
Plus important Specifications  
and Application Manual.



**LIFETIME INDUSTRIES, Inc.**

BOX 58 • 629 BERGMAN AVE., LOUISVILLE 3, KENTUCKY



## "THE HAWKS NEST"

Charming riverside home and boathouse of Mr. Griffin T. Hawkins, District Attorney, Lake Charles, La.



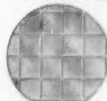
Left — Bathroom of Mr. Hawkins' home, which uses AFCO in black with chartreuse walls for a dramatic effect.

"AFCO was installed three years ago in my home," says Mr. Hawkins, "and has more than lived up to its recommendations. At the time I was selecting a wall covering for the bathroom, several people suggested AFCO. I have found it to be more than satisfactory. AFCO is long-wearing, attractive, moisture-proof, and very easy to care for. I certainly recommend AFCO as an ideal wall covering."

### 3 SMART STYLES

**TIL-LITE**  
Most popular design for kitchen and bathroom. Colorful tile pattern; attractive covering for entire wall or as wainscoting.

TIL-LITE



**GLO-LINE**  
Modernistic pattern gives beautiful effect in den, playroom, nursery. May be used vertically or horizontally to achieve decorative effects.

GLO-LINE



**HI-LITE**  
Satin, mirrored surface. Very versatile. Handsomely set off by use of metal or hardboard moulding. Perfect for traditional or modern interiors.

HI-LITE



Jobbers and Dealers: Write for catalogue. Jobber franchises available, write for details.

**A & F TILEBOARD CO., Inc.**  
Alexandria, Louisiana

## EXPANDED FIR DOOR PROGRAM OFFERS 9 AIDS TO DEALERS

*'54-'55 markets prove fir panel doors are more alive than ever*

**ORDER FILES DON'T LIE** . . . December '54 orders for fir panel doors were highest in years . . . a result of growing markets, new designs and hard-hitting promotion.

A million and a quarter new houses will be built in '55—a market for 13 million doors! Add the need for replacement of jerry-built, war-grade doors—here are potential sales of 500 doors for every lumber dealer in the U.S.!

*Here's what we're doing to help you get your share:*

- 1. NEW DESIGNS** Added to the Popular Picture Panel line are stylish new louvre doors and new designs in Dutch, interior and entrance doors. Prices still the lowest of any quality doors.
- 2. NEW MARKETS** The doors-as-decorator-pieces idea has created a tremendous new market among style-conscious decorators and homeowners.
- 3. ADVERTISING** National coverage in consumer, builder and architect magazines. Colorful ads stress style, price, dependability—name lumber dealers as source.
- 4. PUBLICITY** Hundreds of magazines and newspapers carried stories on the '54 Picture Panel door. Regular, newsworthy material will keep buyer interest fanned, point to lumber dealers as source.

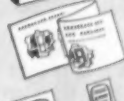
*...plus this special kit of usable SELLING AIDS:*



**5. 10 "DOOR DECORATOR" BOOKLETS**  
Something entirely new in customer shoppers. Features 1955 House & Garden colors on fir panel doors. Users select their own color combinations for any room in the home.



**6. COLORFUL COUNTER DISPLAY**  
Holds 10 Door Decorator booklets, shows full-color scale model doors. Simple, sturdy one-piece construction with plastic coating for long life.



**7. BRILLIANT BANNERS**  
Big banners for window, wall or displays. Stimulates redecorating, remodeling sales.



**8. NEWSPAPER AD MATS**  
Feature free Door Decorator booklet, list your line of interior, entrance and garage doors.

**9. SALES TALK TIP SHEET**  
Gives you honest, believable points to prove advantages of fir panel doors in style, quality and cost.



FIR DOOR INSTITUTE, TACOMA 2, WASHINGTON  
RUSH MY FREE DOOR SELLING AIDS KIT

NAME .....

COMPANY .....

STREET .....

CITY .....

STATE .....

(Offer good only in U.S.A.)

**all this FREE!**  
to help you  
get your share  
of 13 million  
door sales

## 200 Hear Talks on Jobber Management

Substantial progress in the development of the National Building Material Distributors Assn. was reported at their annual November convention at the La Salle Hotel in Chicago.

Some 200 building material distributors from 34 states, as well as 75 manufacturers, attended.

Highlighting the program were four panel discussions. The first covered "Diversified Lines and New Products of Interest to the Building Material Distributor," moderated by R. W. Stone, Great Lakes Distributing Corp., South Bend, Ind.

Other participants and subjects were "Millwork": A. J. Brewster Jr., Akron Sash and Door Co., Akron, Ohio; "Metal Specialties": J. T. Theby, Lensing Wholesale, Inc., Evansville, Ind.; "Floor Coverings": E. Friedman, Wesco Sales Corp., Bridgeport, Conn.; "Fiber Pipe": A. P. Fisher, Wholesale Service Supply Corp., Albany, N. Y.; "Plastic Laminates": C. J. Friedl, Wholesale Service Co., Louisville, Ky.; "Ornamental Iron": Joe Nadler, Binswanger and Co., Inc., Richmond, Va.; "Hardwood Paneling": A. D. Stambaugh, Stambaugh Lumber Co.,



## WM. CAMERON WHOLESALE GETS MODERN HOME

William Cameron and Co., Wholesale, are now serving retail dealers from this new building at 222 Factory Street in Texarkana, Tex. It features over 40,000 square feet of floor space and the latest type of warehousing equipment, display room, air-conditioned offices, covered dock, and extensive parking area. Over 500 retailers, architects, contractors, and others were conducted through the plant at the opening.

Youngstown, Ohio, and "Metal Awnings and Paint": E. E. Hively, Material Supply Co., Springfield, Ill.

Brewster pointed out that "the adoption of modular standards and resultant elimination of many sizes have resulted in lower production and distribution costs."

During the second forum, on "Business Control," J. F. Donahue, Great Lakes Distributing Corp., said that the traditional mark-up of the distributor has not increased in recent years, despite higher operating costs.

At the business meeting, R. R. Malone, Saltpoint Supply Corp., Syracuse, N. Y., was elected president. C. A. Haag, Springfield Builders Supply Co., Springfield, Ill., is new vice-president, and P. C. Buffum, Johnson Building Materials, Inc., Manchester, N. H., is treasurer.

New directors from the South and Southwest include Charles Folsom, Hopkinsville, Ky., and W. N. Fry Jr., Memphis, Tenn., both elected for one year. B. W. Milling, Mobile, Ala., will serve as a director for two years.

# Worth Selling! Worth Talking About!

## ARMSTRONG Sealing Compounds



### 33 GLAZING COMPOUND

For Either Wood or Metal Sash



"33" retains its life-giving oils, stays elastic, and keeps the bond between glass and sash permanently intact.



Ordinary putty loses its "life," becomes rock-hard, cracks, chips off. The bond between sash and glass is soon broken.

"33" is of smooth, uniform consistency that takes initial "set" at once. It can be painted immediately after application. "33" remains permanently E-L-A-S-T-I-C—never dries out or gets rock-hard. And never chips, cracks or loses its bond. Also ideal for patching nail holes and cracks before painting, setting plumbing fixtures, etc.



### Rely-on

#### CAULKING COMPOUND

Protects Property—Saves Fuel

An inexpensive way for home owners to eliminate Drafts, Dirt, Insects, Rust, Rot, Unightly Holes and Cracks Inside and Outside. "RELY-ON" adheres to practically any surface—wood, brick, glass, stone, tile, cement, masonry or plaster.

"RELY-ON" stays permanently E-L-A-S-T-I-C. It does not dry out or become rock-hard and will not crack, chip or crumble. Available in both cartridges and in bulk.

THE NAME OF YOUR NEAREST JOBBER WILL BE SENT UPON REQUEST

**THE ARMSTRONG COMPANY** 1001 East 103rd Street • Chicago 28, Illinois

OTHER PLANTS: Detroit . . . Dallas . . . Richmond, California . . . Charlotte, N. C.

Leading Manufacturer of Compounds for Glazing, Caulking, Sealing



EST. 1911

## HOME DESIGNING

(Continued from page 28)

bigger because families are larger. Last year there were one million families in which the third or fourth child was born. Hence, we need more bedrooms.

This calls also for larger living rooms and even separate living areas for the several generations in the house. We must eliminate traffic jams in the bathrooms by providing more facilities for this purpose.

All this adds square footage to a house, increasing the cost. So we find that our new home plans reflect these additional family requirements and high costs in their planning. We keep our square footage down by using multi-purpose rooms — a larger living room accommodates a dining area. A bedroom hall is widened, or a child's bedroom area is shaped, to include a play area.

**Advantage is taken** of topography, on a sloping lot, to get additional space at one-half the cost for extra bedroom or play area.

Large areas of glass make small rooms appear larger. Sliding doors between living room and porch double the effective size of these rooms in warm months. A seldom-used guest room has movable partitions. We take advantage of our trend for informal entertainment in designing open kitchens, which make serving easy and permit the guests to help the housewife.

Carports do double duty as storage space, work space, recreation area for rainy weather. Outdoor terraces, integrally designed with the house at little cost, can give us much needed space for outdoor dining and activities. They make better use of a small lot, catering to America's new love for outdoor living.

Our use of materials and modern technology help to keep this cost down. We pour concrete slabs on grade. We use dry construction and eliminate plaster. Open planning not only gives us larger rooms but eliminates partition costs.

For flexibility we use a framing system which is independent of interior partitions. We use sand-wich materials which form the outside and interior walls in one operation instead of the former five. Less than 2 inches thick, such materials save space over the usual 10- or 12-inch thickness, which



## YOUR KEY TO PUSH BUTTON CONVENIENCE

# dor-O-matic

### LOWEST PRICED AUTOMATIC GARAGE DOOR OPENER!

**OPERATES INSTANTANEOUSLY!**

**BURGLAR PROOF—  
LOCK POST CONTROL!**

**NO UPKEEP OR REPAIR COSTS!**

**FULLY GUARANTEED  
FOR 1 1/2 YEARS!**

**EASILY INSTALLED ON  
ANY OVERHEAD DOOR!**

Every homeowner a prospect for this unique DOR-O-MATIC electric garage door opener, costing so little yet providing that luxury touch to every home. Opens the door to the man of the house—your way to increase the sale of other products. Best selling features are quick and easy installation, no maintenance, upkeep or repair work required.

### A COMPLETE PACKAGE UNIT

Each complete package unit consists of post, starter springs, wire, key-switch, button-switch, terminals and diagram for easy installation.

# \$49.75

## CHELSEA PRODUCTS INCORPORATED

188 HUNTER STREET S. E., ATLANTA 2, GA.

MANUFACTURERS OF THE FAMOUS CHELSEA FAN!

adds to the size of the rooms.

Sloping or flat ceilings are left exposed, giving additional height and spaciousness while eliminating furred ceiling costs. The low-pitched roofs permit flexibility in planning and for future expansion and relieve us of the burden of paying for expensive gables and flashing.

We choose materials not only for first cost but also for low maintenance costs. We use washable paints, brick, slate, cement, or cork floors for this reason. We use plywood or wood paneling on walls so finished that finger-marks can be wiped off.

Colors are carefully selected to add to the attractiveness of interiors, and to create tranquillity instead of tension.

We use wide roof-overhangs to protect our exterior siding, to shade from the hot summer sun, to give a sense of shelter, and eliminate the need for costly installation and maintenance of downspouts.

The use of plastic ceiling skylights and ventilation permits installation of an extra bathroom, without outside lighting and the

extra hall-space it might require.

Houses are oriented to take advantage of prevailing breezes for summer cooling. Trees are saved for this same purpose. Doors and windows are placed for ease of access to outside and also for cross ventilation and furniture placement.

Houses are located on the lot to provide privacy. Fences or planting screens are provided where needed.

In choosing materials and planning a house, we also are concerned with its appearance. Preconceived ideas are poison here. It's a pretty safe rule that if a planning solution is thoroughly workable, it will produce an agreeable exterior. Just as an airplane's appearance is determined by its function and planning, so should be that of the house.

Such are the reasons and philosophy behind this revolution in Home Design. The "New Look" results from basic needs and is not an arbitrary stylistic change or experiment which shortly will be thrown over for something new. More and more builders are accepting it because it's what modern American families want.

## PUBLIC RELATIONS

(Continued from page 29)

Berry Street Lumber Company ever since the firm held its formal opening in November, 1952. And it is a practice that pays off, as this illustration proves:

"We have a contractor customer who, we believe, gives us just about all of his business," said Manager J. B. (Bill) Nelson.

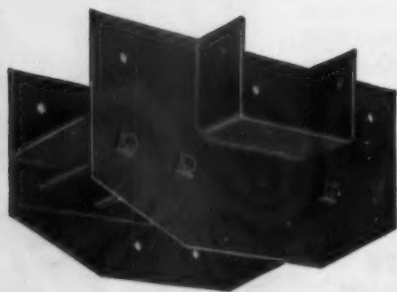
"He builds fine, \$50,000 houses and he has been our customer practically ever since we opened for business. During our relationship, however, there was a period of time when he left us with a sizable chunk of his business. He was attracted by the prices of one of our competitors, but eventually he came back to us and he told me why. He said:

"Bill, without bragging, I feel that my business is fairly important to a yard because I buy a lot of stuff. And I spent a lot of money over there. But do you know, as long as I traded there, I didn't get any more attention than I would

## ORDER FROM STOCK!

# Low Cost TIMBER FITTINGS

### for Industrial and Commercial Buildings



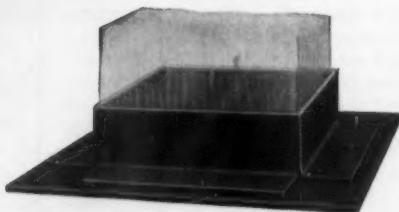
#### IDEAL STEEL POST CAPS

made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. APPROVED BY UNDERWRITERS' LABORATORIES.

**JOIST HANGERS** — Fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.



**POST BASES** — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



## The Ideal Hanger Co.

WRITE NOW for Catalog — L

1290 East 53rd St.

Cleveland 14, Ohio



have gotten for 25 cents worth of nails. The owner of the business didn't even know me by name. So I decided I would bring my business back where I know it is appreciated.'

"Then," Nelson continued, "at a Shrine party I met the wife of a friend for the first time, and was introduced to her as manager of the Berry Street Lumber Company. The lady promptly told me how distinctly she remembered being treated so well when she came to our yard to buy plywood for cornices. She said she had heard about our yard and I happen to know she drove past several other yards to get to us. And I am pretty sure she has told others what she told me."

There is other evidence that it pays to greet every visitor in the manner described. Everyone who voluntarily enters the store is, of course, almost a certain customer. They keep coming back, says Nelson. And in addition to making people feel welcome and bringing them back, the practice makes it possible to wait on more customers.

"When you go to meet them and get to them quickly," he explains, "they conclude you have no other purpose than to help them, so they immediately declare the purpose of the visit. This eliminates a lot of small talk, weather talk, and enables us to wait on more people in a given length of time."

(It works that way in practice as well as in theory, too. Al Randell, assistant manager, was observed at this point—in our visit with Manager Nelson—to approach the glass front door, wait there for a man, an obvious stranger, and greet him with a simple, "Good morning." There was a pause for a couple of seconds before the newcomer stated his need, whereupon Randell led the way promptly to the merchandise named.)

"There is a certain technique about this approach, however," Nelson resumed. "It can be overdone and it can be repellent to a visitor. So we try to make the approach without fanfare and without gushing. There is no predetermined line of patter. The idea is to be at ease, put the customer at ease, and leave the impression we are completely at his service."

"At the outset in this approach, we don't even introduce ourselves for it might look too much like a trick. We go about the business of waiting on the individual and if he wants a can of paint, for exam-

## how to improve your SCREEN SALES

this  
spring



### 1 Stock DURALL Screens

The original frameless, tension screens that sell so easily because they go up and come down easily... from inside. Last a lifetime—all aluminum—no painting, no streaking. Cost less—28" x 54" size list \$5.10—and top quality throughout. **Your stock is simple**—your Durall distributor has standard sizes handy and

can get specials from the factory in a few days. All individually cartoned. **You sell a proven product**—over 6,000,000 installations. Builders and consumers everywhere are buying Duralls because of... Superior Patented Design... Extra-Strong, Multi-Strand Edge... Good House-keeping Guarantee Seal.

### 2 Display DURALL Screens

Stop passers-by with the display shown above. Put it up front where you can demonstrate the special Durall features. Show how... and make the sale. **Free window streamer**—ties your store into the Durall consumer advertising.



### 3 Advertise DURALL Screens

Durall advertising in big-circulation media helps you make sales. Set up as Durall headquarters. **Free** mats—for your newspaper ads. **Free** radio commercials—50-second film for your TV station. **Free** envelope stuffers to mail or put on your counters.



## 4 SELL DURALL TENSION SCREENS

Ask your distributor—or write direct on how you can step up your screen business this Spring.



NEW YORK WIRE  
CLOTH COMPANY, INC.  
York, Pa.

also:  
**WHEN YOU SELL INSECT  
SCREENING... SELL THE BEST**

**OPAL**... heavily galvanized steel  
**ALDURA**... Alclad aluminum alloy  
**LIBERTY BRONZE**... antique or bright finish

All with the extra-strong,  
exclusive Multi-Strand edge.

ple, while we are shaking the paint we will add, as if it is an afterthought, our name and extend the hand. That way we learn to know customers by name and, of course, we use the name when we know it.

"Such a greeting can, and I believe it does, help a man decide where he will buy merchandise when price is not a factor. By that I mean that prices are generally pretty close and we try to keep our prices that way. If prices are about the same everywhere and a customer is treated equally every-

where, he has no reason to prefer to trade with any one yard.

"By that circumstance and by the law of averages, one could lose a lot of business, with nothing to sway the customer's preference to one yard. So the little extra we give in our greeting may make the difference. A little more attention, a little more evidence that we appreciate the business may help the customer decide to give us all his business."

Nelson was asked if the routine of greeting customers at the door

receives periodic attention in the regular weekly sales meeting each Monday morning at 7 o'clock. "No," he replied, "but it probably should. We have all recognized the value of the practice to such an extent that it has become a habit with us. However, I do notice there are days—as happens in any routine activity—when some of us seem to be preoccupied. I am glad that question was asked. We must give that greeting more attention in sales meetings."

Nelson believes there is one word that might serve as a satisfactory substitute for public relations. That word is "help-man-ship," and he thinks it should be more widely employed in lumber yards and building supply stores.

"Go into a men's clothing store," he invited. "You won't get far before you are cordially greeted. I believe we need more of that in lumber yards. Any yard manager can study the technique used in clothing stores and copy it to advantage."

The Berry Street Lumber Company technique did not, however, originate in a clothing store. It was imported from west Texas to Fort Worth by Nelson. "Out there, as everyone knows, are the friendliest people in the world," he affirmed.

"I was working in a lumber yard in Sonora, Texas. There were five of us and business was not too brisk. In fact, we were hungry for business. So in our conversation about how to get business, we developed a variation of this greeting that kept our customers coming back. It seemed to work especially well because our only competitor was a somewhat cold-natured soul.

"Out there in Sonora, people didn't have to park in front and walk into the store. In their pick-up trucks they drove into the yard back of the office. Among the five of us the one to first see a pick-up driving in, or the one who was fastest on his feet, bolted for the back door. One of us generally managed to be waiting beside the pick-up as the customer turned off his engine and prepared to get out. I just modified the idea and put it to work here on Berry street."

**FORK-LIFT TRUCKS** save Southern lumber dealers time and money. Read "how" in the February issue of SOUTHERN ERN BUILDING SUPPLIES.



## FIGHTING TOGETHER In '55

Now, Coppo and Penta fight together for your customers against damage from termites and rot.

On December 1, the Coppo Co. changed its name to the King Chemical Co., and added pentachlorophenol preservatives to its already famous line of copper-naphthenates. These preservatives, *Seal-Treat* and *Deep-Treat*, were sold all over the country by the Chapman Chemical Co. until we bought that firm's Packaged-Goods Division. Perhaps you already know these preservatives. Your customers know them, for they have been advertised widely. The King Chemical Co. will continue this policy, and also the advanced merchandising of *Coppo* and *Coppo-Clear*. So, order these fine preservatives—there's one for every purpose—from your jobber today. Or, write . . . . .



All Coppo gallons packaged in the attractive Up-Front Salesmaker display.

Also available in Coppo Clear.

Write us for additional information and nearest jobber now!

# KING CHEMICAL CO.

FORMERLY THE COPPO CO., INC.

2342 South Lauderdale • Memphis, Tenn.

## GRASS PLUGGER

(Continued from page 33)

work sheet furnished with the compliments of Uvalde Lumber Co."

The drouth that has plagued Uvalde farmers so long has forced townpeople to become quite concerned with the agricultural economy. Businessmen have felt the impact of reduced crop income, so Lumberman Beecroft finds that sincere cooperation with the farm industry is a boom in gross sales.

The Uvalde Lumber Company's sales volume has been stepped up due to a genuinely helpful program to promote the farmer's good. An enlarged appliance department in a remodeled storage shed is attracting farm and town families alike and influencing their purchases of General Electric appliances, Youngstown kitchens and O & M gas ranges.

Uvalde Lumber personnel are as careful to demonstrate proper use of appliances as they are building materials. They also act quickly when service is needed. It all results in repeat customers.

## SELL 'EM GLASS!

(Continued from page 32)

usually are delivered or at least loaded at the rear so that bringing them into the front is not necessary.

One of the handiest features of the display and storage unit is a chute directly under the glass cutter so that left-over pieces and splinters are directed to a space below. Built like a large drawer, the receptacle for these small pieces pulls out from the unit for easy emptying after a lot of glass has been cut.

One size glass sold most frequently to home-owners by the Marietta Lumber Company measures 9-11/32-by-12 inches.

Since customers usually follow the salesman into the storage room to watch the glass being selected and possibly cut, a display of putty and other materials and tools needed for glazing is prominent on the wall next to the storage room entrance. So as customers either enter or come out, they are bound to see this display. Personnel

usually ask what the glass is for so that they can suggest other items to be sold with glass.

Marietta Lumber Company personnel are always willing to give suggestions for simple glazing of a window. But if a customer does not want to do his own work and will bring the sash to the store, he can have it done for from 50 cents to \$1, depending on the amount of work involved.

Another Marietta, Georgia, firm, the W. P. Stephens Lumber Company, for the first time last fall took advantage of the usual rise

in glass needs at that time of the year and sent out 8,000 direct-mail pieces. The mailing included a printed letter, two-color advertising card supplied by Libbey-Owens-Ford, and a return card.

Stressing the advantages of storm sash, the letter began, "at long last we have the answer to savings for you in fuel bills! . . . Just as surely as water flows downhill, heat flows from the warm area to a cold one. Thus, in winter, heat is flowing constantly through the windows and roof of your house to the cold outdoors . . ."

## SOUTHERN

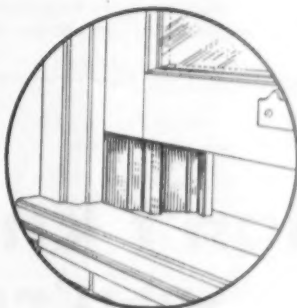
WEATHERSTRIP FOR MILL INSTALLATIONS

### NO. 400 FLEXIBLE RUNWAY WEATHERSTRIP

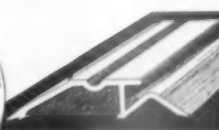
#### IMPORTANT FLANGE FEATURES

- Quietly Prevent Sash from Binding
- Guard Sash From Becoming Paint Sealed
- Insure Easy Locking of Sash
- Fit Sash Snugly Against Built-in Parting Bead in the best Traditional Method of Weatherstripping Double-Hung Sash

No. 400 gives full jamb coverage and is beveled at the bottom to conform with slope of sill. The flexible base provides a continuous air-seal that adjusts itself to conform to sash contraction and expansion. An easy to install, at the mill, weatherstrip. This weatherstrip is **not** a balance, but may be used with all types of balances, either overhead, spiral type, or silent coil springs. When equipped with springs and covers it would appear as the right half of the above cross section.



### SOUTHERN'S DISTINGUISHED PAIR



SINGLE DOOR COIL  
PACKED IN  
PLASTIC CARTONS

HIGH THRESHOLD  
ALLOWS DOOR TO  
CLEAR RUG & PAD  
A136 Aluminum 4"x1-1/4"  
B136 Brass 4"x1-5/16"

For any of the following materials, call the plant that is centrally located to serve the Southern building needs:

Flexible Runway W/S  
Balancing Sash with W/S  
Aluminum & Brass Thresholds  
Spring Bronze & Aluminum  
Zinc Rib Weatherstrip  
Asbestos Siding Trim  
Screen Frame & Parts  
Brass & Felt Bottoms  
Automatic Door Bottoms  
Aluminum Mouldings  
Stainless Mouldings

And many other special rolled shapes.

## SOUTHERN METAL PRODUCTS CORPORATION

921 RAYNER • MEMPHIS, TENNESSEE  
Phone: 2-9147 and 2-1898



## GOOD P. O. SYSTEM

(Continued from page 30)

perintendent. He posts to the inventory card in the visible index file all withdrawals from stock and all receipts for inventory. Each card shows date, order or requisition number for disbursement or receipt, quantity in, quantity out, and balance on hand.

The visible tab identifies the article inventoried, its number, cost, retail price, and location by section, aisle, and bin. Room is left for a product description and minimum and maximum inventories.

The superintendent notes on his inventory card when an item has been re-ordered and also acknowledgment of shipping order. The latter action permits him to safely anticipate and promise delayed deliveries to customers.

Every 30 days the superintendent runs a recap to get an over-all picture of inventory condition.

The suppliers' file is broken down by material category, such as plumbing supplies. Under that,

the file is classified as to product—fixtures, soil pipe, copper tubing, etc. Suppliers are arranged alphabetically within each category, Crocker explained, so that any changes in prices, length of shipping time, or other detail affecting purchasing is noted.

"By keeping our fingertips on precise conditions offered by each supplier, we can more readily select our best source of supply."

Bills are always paid by the purchase order and not by the invoice listing. This prevents this dealer from absorbing or accepting a price rise after an order is placed. Printed on the complete purchase order form is this statement:

**"It is hereby agreed that the following material and/or labor will be furnished with prices as indicated and delivered to . . . (delivery point)."**

The P. O. form includes date, name and address of supplier, delivery point, quantity, unit, description, unit price, and total. It has checking places for "confirming phone call" and "original order," and requires a "by" signature underneath the firm name.

"Having the warehouse super-

intendent responsible for all material handling upon the receipt of orders," Crocker continued, "leaves more time for me to buy at the best prices out of town. Routine re-ordering on the basis of requisitions saves me more time which I profitably use in working more closely with the sales force on big projects that call for close bids.

"Our sales force is better informed on current prices at all times."

"I set up appointment schedules with the local representatives of suppliers on Tuesdays and Thursdays. This reduces the time usually required of a building supply dealer by salesmen who just 'drop in.' It permits me to give better attention to planned transactions with individual supplier representatives, and thereby save time for them and us."

The Broyhill Supply Company's purchase order and inventory system measures up to the two goals for records management cited in *Small Marketers Aid No. 1* of the Small Business Administration.

These goals are: "cutting errors to a minimum and improving the efficiency of all paperwork opera-

## DEALERS!

# You don't know who you're missing

A complete line of residential and industrial overhead type doors from as low as **\$35.58**

We have a door style to blend with every type of architecture. We have a door price for every type of budget. For further information on our line, write for our catalogue which includes models for home and industrial construction; also our four color brochure can't miss giving your door sales a boost.



# RIDGE

DOOR CO.,

Monmouth Junction, New Jersey



tions."

This SBA bulletin is available from any SBA or U. S. Department of Commerce field office. It's entitled "Records Management in Smaller Stores," by the president of the National Records Management Council in New York, Robert A. Shiff. Copies may be obtained free also from the Small Homes Administration, Washington 25, D. C.

## TAX EFFECTS

(Continued from page 31)

unreasonable accumulated earnings.

Another advantage of conducting your business as a sole proprietor is this: You need pay no Federal excise tax on payrolls unless you have eight or more employees, not including yourself, nor a state unemployment tax unless you have four or more employees. If your business is incorporated, the officers are included as employees.

By operating as a partnership a business can obtain additional capital for expansion and working capital purposes. In addition, the various functions of the business — buying, selling, accounting — can be assigned to several persons on a talent basis that makes for greater efficiency and volume.

Partnerships pay no income tax. A partnership is merely an income-reporting agency; the profits are taxable to the individual partners who share them. Such profits do not include capital gains and losses, dividends received, gains and losses from the sale or exchange of property used in the business, partially tax-exempt interest, foreign taxes paid or accrued, or charitable contributions. All these items are reported by the individual partners.

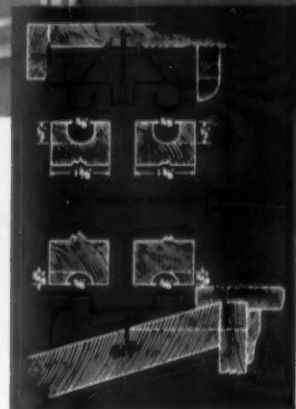
The partnership year does not end with respect to a partner who dies before the end of the taxable year. His share of the profits for taxable year in which he died is included in the taxable income of his estate.

Most of the disadvantages of operating your business as a sole proprietor also apply to the partnership type of organization. Your income tax is computed on your share of the profits, not on the amount you withdrew from the business. You are not considered



## ALL-Glide EQUIPMENT for

removable horizontal  
sliding windows



Patent Applied for

- Sash glide easily on round-top tracks
- Flexible bronze pressure strip at head has two fold purpose  
1. It is good weatherstrip 2. It permits easy sash removal
- Extruded sill with adequate weep holes and drip pan, provides quick drainage with no danger of sill rot
- This equipment permits the use of stock windows which eliminates the necessity of having special mill work

Ideal for shoulder high windows . . . in bathrooms, kitchens, bedrooms. Horizontal sliding windows equipped with No. 890 ALL-Glide are E-X-P-A-N-S-I-B-L-E. They can be easily stacked.

## ALLWEATHER Balance Strip with FLOCKED COIL SPRINGS

ALLWEATHER Balance Strips No. 490, 90, 810Z and 812Z are furnished with FLOCKED COIL SPRINGS.



Adjustability is built-in. Balance tube with semi-cantilever action insures weatherstrip contact in all kinds of weather. The base section is always in close contact with jamb insuring stability. FLOCKED COIL SPRINGS are concealed by a functional part of the strip itself.

Tests made by the University of Minnesota Institute of Technology Testing laboratory in cooperation with the Weatherstrip Research Institute, show that double-hung wood windows, when metal weatherstripped show an infiltration ratio 6 TIMES LESS than non-weatherstripped windows.



See ALL-Glide on Display at the NAB Show  
Booth No. 406, Sherman Hotel, January 16th-20th  
GET ALL THE FACTS

## ALLMETAL Weatherstrip Company

Name "ALLMETAL" Reg. U. S. Patent Office

2239 North Knox Avenue

Chicago 39, Illinois

an employee and therefore can not participate in an employee pension or retirement plan — nor in the \$5,000 tax-free death benefits permitted under the new law.

Certain partnerships may also elect to be taxed as corporations. The partnership must not have more than 50 members. No partner having a 10% interest in the profits or capital of the partnership may have more than a 10% interest in any other partnership reporting as a corporation. Furthermore, capital must be a material income-pro-

ducing factor, or 50% or more of the partnership's income must consist of gains, profits, or income obtained from trading as a principal, or from buying or selling real property, stock, securities, or commodities for the account of others.

Partners should discuss this new part of the income tax law (section 1361) with their accountants to see if some tax savings might result by reporting as a corporation. However, after you once make the change, you can not revoke it unless there is more than a 20%

change of ownership in the profits or capital of your partnership.

When you conduct your business as a partnership instead of a corporation, you are not subject to unemployment taxes unless you have four or more employees. Such taxes may be as high as 2.7% of payrolls on earnings up to \$3,000.

If you are doing business as a corporation, your tax will be computed on dividends received and your salary. Your salary reduces the corporation's profit, which is reported on a separate form (1120). If your corporation owns capital stock of another corporation and receives dividends, only 15% of these are subject to tax. A partnership must pay tax on the total dividends received.

Expenses of forming a new corporation—"organization expenses"—hereafter may be written off over five years or more, thereby reducing net profit and tax. Prior law permitted the write-off only when a corporation was liquidated, or by direct charges to the surplus account when written off annually. The new law, however, applies only to organization expenses incurred or paid after enactment of this new rule.

**Officers** of a corporation, as employees, participate in any profit-sharing or retirement plans, and payments made to the plan are legitimate, deductible expenses.

But corporations have several disadvantages when compared to partnerships. They are more closely controlled by state laws. Profits above \$25,000 are subject to surtax of 52%. Profits are taxed twice — first when earned and then when paid to stockholders as dividends. The new law excludes \$50 of dividends from income and allows 4% tax credit on dividends received after July 31, 1954, but the remainder is still taxed twice.

If dividends are not paid, the corporation may be subject to a penalty tax for accumulating an unreasonable surplus. The new law places the burden of proof on the government and exempts the first \$60,000 of surplus, but the tax penalties are severe — 27.5% of the excessive surplus up to \$100,000, and 38.5% of the amount above that.

To determine the relative tax advantage of the partnership or corporation, compare the taxes paid by all partners with the taxes paid by the corporation on its profit, plus taxes paid by the owners on their sales, plus taxes

Another good reason why it pays to be a **Dickey** Dealer



## You can sell DICKEY Clay Pipe with UNBOUNDED CONFIDENCE

There are no ifs or buts when you sell Dickey Pipe. It is completely resistant to rust, rot, chemical wastes, scalding water, sewer gases and other common wreckers of sewers. It will outlive the home it serves, thanks to the permanence with which Nature has endowed clay and the advanced manufacturing processes developed by Dickey. Just another reason why it pays to be a Dickey Dealer.

*If it's made of clay, it's good . . . if it's made by Dickey it's better*

**W. S. DICKEY**  
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,  
Kansas City, Mo., Meridian, Miss.,  
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary  
Salt-Glazed Clay Pipe**  
ALWAYS IN DEMAND

payable on the future dividends from the current year's profit.

The tax question, however, is only one of several to consider before deciding to change from the partnership to the corporation form — or vice-versa. For example, as a partner you have an equal voice in the management of the business. But in a corporation you may be outvoted by the majority if you are a minority stockholder. In addition, your share of the partnership profits may be greater than your share of the total partnership capital, while as a stockholder your dividends are commensurate to your stockholdings.

Whether you are considering a business organization change from a partnership to a corporation or from a corporation to a partnership, or from a proprietorship to either, be sure to consult your lawyer for the legal phases. And also consult your accountant for the tax angles. There are other important considerations than those described above.

### FHA Ruling Allows "Windowless" Baths

A recent FHA ruling makes it easier for home-owners and prospective buyers to install extra bathrooms. It permits installation of inside, or "windowless," bathrooms.

Previously, FHA had required that, for a home to qualify for a government-insured mortgage, its bathrooms must be ventilated with windows. Ventilation can be taken care of by an exhaust fan which is vented to the outside. The fan is usually far more effective in removing moisture and odors than even an open window.

An inside bathroom can be kept warmer with less heat, and it can be adequately lighted artificially with complete privacy due to the lack of a window. An inside location also avoids having the window located over the bathtub.

### Mengel Opens N. Y. Office

The Mengel Co. has announced the establishment of an Eastern division, with offices at 33 West 42nd Street in New York City. The territory covered extends from New England to South Carolina and as far west as Harrisburg, Pa.

Heading the new division as Eastern sales manager of doors and wall closet products is C. Burt McKeehan. He joined Mengel in August, 1949, and traveled both Southwestern and Middle-Atlantic districts.



## helpful literature

**TOOL CATALOG.** The 1955 catalog of Goldblatt tools covers "1,056 Tools for the Trowel Trades." It describes all tools used by cement finishers, plasterers, lathers, masons, tilers, dry-wall applicators, and miscellaneous journeymen and contractors. Goldblatt Tool Co., Dept. SBS, 1960 Walnut Street, Kansas City 8, Mo.

"TIMBER FASTENINGS" is a data

sheet explaining the holding power of many types of fastenings in redwood. It covers screws, bolts, pins, dowels, timber connectors, and other durable metal fasteners. California Redwood Assn., Dept. SBS, 576 Sacramento Street, San Francisco 11, Calif.

**CHAIN CHOICES.** A Russell chain catalog shows, opposite specifications, the actual sizes of the various chains.

## Get your share of dollars



## Sell new Marlite Plank and Block

— with the exclusive tongue and groove joint

You can make more money with Marlite Plank and Block because you can sell this popular plastic-finished paneling over the counter to your do-it-yourself builders and remodelers.

You save handling time and selling expense, and eliminate deliveries because Marlite Planks and Blocks are packaged in convenient take-home cartons. Your customers can easily install this versatile paneling themselves, so you have no installation problems to worry about!

And best of all, Marlite Planks and Blocks are easy to sell. Distinctive wood patterns, and new "Companion Colors" in a soft lustrous finish are suitable for any room in any building.

Yes sir! You'll get your share of "do-it-yourself dollars" when you sell new Marlite Plank and Block. Get started now—contact your Marlite wholesaler or write the factory.

MARSH WALL PRODUCTS, INC., Dept. 197, Dover, Ohio  
Subsidiary of Masonite Corporation  
OUR TWENTY-FIFTH YEAR OF LEADERSHIP



Marlite is made with genuine Masonite® Tempora® Duolux®



MARLITE PLANK AND BLOCK  
PATENT APPLIED FOR

**Marlite**  
PLASTIC-FINISHED  
WALL and CEILING PANELING



# they're NOW available

FOR PRE-FABRICATED HOME  
"PACKAGES" AND ALL TYPES  
OF HOME CONSTRUCTION

## Louv-r-Pak ATTIC VENTILATORS

Louv-r-Pak attic ventilators can be installed in 5 minutes or less! They fit all builders' requirements. Louv-r-Pak ventilators come ready-to-hang. Ease of installation saves costly labor "down time." No cutting or fitting required. Louv-r-Pak attic ventilators are of rigid construction, made of top-quality galvanized iron. You'll be wise to investigate Louv-r-Pak attic ventilators!

- ✓ Check These Features
- ✓ Packaged . . . two to a package. Stores easily on job site
- ✓ 8-Mesh galvanized screen wire attached
- ✓ Quick availability . . . quick identification
- ✓ Ready to hang



The above typical Louv-r-Pak installation took only five minutes.

Here are the popular Louv-r-Pak sizes

SIZE	PITCH	VENTILATING AREA	BASE OPENING
8" Base	2 1/2" 12"	3.333	100"
9" Base	2 1/2" 12"	4.215	212"
10" Base	2 1/2" 12"	5.203	124"
8" Base	3" 12"	4.000	100"
9" Base	3" 12"	5.060	212"
10" Base	3" 12"	6.250	124"
4" Base	4" 12"	1.333	50"
5" Base	4" 12"	2.083	62 1/2"
6" Base	4" 12"	3.000	74 1/2"
7" Base	4" 12"	4.063	86 1/2"
8" Base	4" 12"	5.333	98 1/2"
9" Base	4" 12"	6.750	110 1/2"
10" Base	4" 12"	8.333	122 1/2"
4" Base	5" 12"	1.666	50"
5" Base	5" 12"	2.604	62"
6" Base	5" 12"	3.750	74"
7" Base	5" 12"	5.104	86"
8" Base	5" 12"	6.666	98"
9" Base	5" 12"	8.437	110"
10" Base	5" 12"	10.41	122"
4" Base	6" 12"	2.000	50"
5" Base	6" 12"	3.125	62"
6" Base	6" 12"	4.500	74"
7" Base	6" 12"	6.125	86"
8" Base	6" 12"	8.000	98"
4" Base	7" 12"	2.333	50"
5" Base	7" 12"	3.643	62"
6" Base	8" 12"	3.664	50"
8" Base	8" 12"	4.166	62"

Other sizes available on request

For additional information and prices write or call

## Louv-r-Pak COMPANY

P. O. Box 1841-H.H. Fort Worth, Texas  
Phone FOrtune 8671

DISTRIBUTORSHIPS STILL AVAILABLE IN SOME AREAS

It also pictures chain fasteners and attachments. Risdon Manufacturing Co., Dept. SBS, Naugatuck, Conn.

**FLOORING NAIL TESTS.** Virginia Polytechnic Institute's Wood Research Laboratory, Blacksburg, Va., has published results of a test entitled "Effectiveness of Flooring Nails Versus Toothed Fastener." Charts and graphs simplify reading the test results. The investigation was sponsored by the Independent Nail and Packing Co.

**CEMENT HANDLING** and storage equipment is the subject of a booklet issued by the Fanning-Schuett Engineering Co., Dept. SBS, 4325 N. Third Street, Philadelphia, Pa. It covers equipment for central mix and transit mix plants; cylindrical, conical, and rectangular bins; portable storage bins; collecting cars; rotary valves, scales; batchers, and beam equipment.

**DOOR CATALOG.** "Fenestra Hollow Metal Doors, Swing and Slide" gives detailed information on seven styles of doors made by the Detroit Steel Products Co., Dept. SBS, 3227 Griffin Street, Detroit 11, Mich. It gives specifications and complete installation instructions.

**SILICONE WATERPROOFING** data has been condensed on a single sheet, bulletin 5A. It covers Wurdack waterproofing for architects, engineers, plant engineers, contractors, and dealers. Wurdack Chemical Co., Dept. SBS, St. Louis 9, Mo.

**NON-SHRINK GROUTING.** Folder describes successful grouting of heavy equipment with Embeco non-shrink mortar. It covers mixing and placing of group, cold or hot weather grouting, and measurable characteristics of Embeco. Master Builders Co., Dept. SBS, 7016 Euclid Avenue, Cleveland 3, Ohio.

**WATER SUPPLY.** Everything the dealer should know about water supply equipment, installation, and servicing is covered in a revised "Manual of Water Supply and Equipment." Send \$1.50 to the National Assn. of Domestic and Farm Pump Manufacturers, Dept. SBS, 39 South La Salle Street, Chicago 3, Ill.

**WOOD LADDERS.** Prepared in cooperation with the National Safety Council, a leaflet pictures many right and wrong ways to use wood ladders, demonstrating various safety measures. It also lists "do's" and "don'ts." American Ladder Institute, Dept. SBS, 666 North Lake Shore Drive, Chicago 11, Ill.

**WINDOW WALLS.** A new brochure tells about Superwall aluminum awning window wall units. It explains how to make any combination of widths and heights or any combination of stationary lights and operating vents. The Superior Window Co., Dept. SBS, 5300 N. W. 37th Avenue, Miami 42, Fla.

**CASING BEAD INSTALLATIONS.** Technical bulletin No. 10 covers economical uses of metal casing beads for doors and windows; base screed for plastered walls, and concealed picture moulding for wall-hung objects. Drawings explain uses of quarter round, square end, and modified square casing beads. Metal Lath Manufacturers Assn., Dept. SBS, Engineers Building, Cleveland 14, Ohio.

**LIFT TRUCK "KING."** A brochure describes Hyster's RC-150 as the "king of the lift trucks" because of its 15,000-pound lifting capacity. Action photographs show how wheels can be turned on any ground with only one finger on the steering wheel. Hyster Co., Dept. SBS, 2902 N. E. Clackamas Street, Portland 8, Ore.

**TEXTURED CEDAR SIDING** is the subject of a colorful brochure. Photographs show how easily this 8'x1 1/2' waterproof cedar siding panel is applied. Specification sheet is included. Shake-A-Ply Co., Dept. SBS, P. O. Box 577, North Portland, Ore.

**STEEL RAMPS** — both car-loading and truck-loading types — are presented in a bulletin offered by the Penco Engineering Co., Dept. SBS, 25 California Street, San Francisco 11, Calif. The bulletin describes how the ramps permit one-man operation with utmost safety.

## hoo-hoo LOG

Cats who have not paid their national dues for 1954-55 can avoid a \$2.00 penalty if they will mail their \$2.99 check by January 9 to International Hoo-Hoo headquarters. . . . December 2 was "John Dolcater Night" for Tampa Hoo-Hoo Club No. 56. Dolcater was presented a new aluminum briefcase with his name and title of Snark of the Universe. He reported on his travels as for the order. . . . The organization and purposes of the Lumbermen's Investment Corp. were explained to the Panhandle Plains members in November by Vincent Ogletree, secretary of the sponsor, the Lumbermen's Assn. of Texas. . . . Typical of the holiday season parties held throughout Hoo-Hoodom were the dinner-dances thrown by Dallas Club No. 75 and Atlanta Club No. 1. The Texas Cats danced to a big orchestra, saw some adagio dancers whirl, and heard a barbershop quartet. Ditto for the Atlantans, minus the dancers, and plus amateur comedy and music by members at the Atlanta Athletic Club.





# dealer NEWS

## ARKANSAS

**SILAM SPRINGS:** Three Springdale residents have opened a new lumber company in Silam Springs. Wayne Allen, Opal Allen, and Courtney Crouch have incorporated the Wayne Allen Lumber Co. Allen was replaced in Springdale as manager of the Kelley Brothers Lumber Co. by Joel Bunch, who transferred from Fayetteville.

## TENNESSEE

**NASHVILLE:** Flames recently destroyed \$100,000 worth of property at the Myatt Lumber Co. here. Herman Myatt and O. B. Coleman, owners, said the loss was partly covered by insurance. A shed housing large quantities of lumber and a delivery truck were destroyed.

**CHARTERS OF INCORPORATION:** Builders Supply Co., Chattanooga.

**NASHVILLE:** Ice-laden winds in sub-freezing weather fanned flames through the Nashville Mill and Lumber Co. December 6, destroying the main building and storage facilities. First estimates placed the damage at \$50,000, with about 60 per cent insurance coverage. The cause of the fire was thought to be a heater in a metal shed.

## FLORIDA

**INVERNESS:** J. E. (Gene) Jackson has moved here from Wells, N. Y., after buying the materials and equipment of the Allen Lumber Co. He has leased the building and will call his firm the Jackson Lumber Co.

## OKLAHOMA

**SAND SPRINGS:** The Wensell Lumber and Hardware Co. has completed the remodeling of its building supply store. The front features much plate glass and stone.

**ARDMORE:** Charles A. Sutton has moved here from Pryor to succeed John P. Lawrence, who has resigned as general manager of the Chickasaw Lumber Co. Sutton previously was associated with the Antrim and Hoke lumber companies.

**BROKEN ARROW:** Max H. Smith and W. W. Patrick, homebuilders, have opened a new lumber company at 703 South Main Street. To be known as the Broken Arrow Lumber

Co., the firm will be managed by Ray Wilson.

**RINGWOOD:** The Antrim Lumber Co. recently held "open house" at its Ringwood and Helena yards. Of special interest to home-owners was the paint demonstration.

## LOUISIANA

**NEW ORLEANS:** W. G. Richards has been elected president of the Alamo Flooring and Supply Co., Inc.

**MONROE:** The Terzia Lumber Co. has remodeled the front of its office building and warehouse.

**CHARTERS OF INCORPORATION:** Pelican State Lumber Co., Opelousas.

**NEW ORLEANS:** Jahncke Service, Inc., recently announced the election of Paul F. Jahncke as chairman of the board. He was succeeded as president by Paul F. Jahncke Jr. Herbert G. Jahncke is vice-president and treasurer, and H. S. G. Verlander is secretary.

## VIRGINIA

**PULASKI:** The Johns-Manville Corp. has presented an honor award to the Pulaski Lumber Co. for its "integrity in dealing with the public and contribution to better housing in its community for more than 25 years."

**GRUNDY:** The Johns-Manville Corp. also presented an honor award to Fred Shortt, in behalf of the Mingo Lime and Lumber Company's Grundy plant.

## MISSOURI

**CARROLLTON:** A new industry here, the Carrollton Block and Material Co., produces concrete building block. Bobby G. Anderson is the owner.

**ST. CHARLES:** Walter H. Eckler has joined the Kaplan Lumber Co. as a salesman. He has been in the lumber business six years.

**ST. LOUIS:** William L. Behan Jr. has been appointed to the president's

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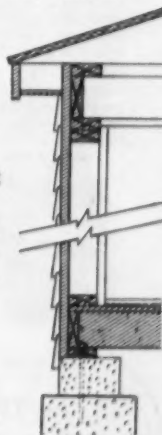
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**GENERAL PRODUCTS, INC.**

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council of St. Louis University. Behan is president of the Hill-Behan Lumber Co.

**POTOSI:** T. F. Seger has opened a concrete building block plant here.

### TEXAS

**AUSTIN:** The Stripling-Blake Lumber Co. has added year-round air-conditioning to its store. The offices and display rooms were also completely redecorated.

**HOUSTON:** E. B. Good has been elevated to president of the Houston Shell and Concrete Co. He joined the company as a salesman when it was formed in 1946 and rose to vice-president and general manager.

**DALLAS:** Max Wheeler, formerly

with the Huttig Sash and Door Co. in Dallas, has joined the George W. Owen Lumber Co.

**WELLINGTON:** Guy Bell has replaced Ben Hurst as manager of the Cicero Smith Lumber Co. Hurst had been with Cicero Smith for 34 years.

**SAN ANTONIO:** Allena Building Materials, Inc., is a new building supply firm opened here last month by Manager T. R. (Mac) Hayes.

**GARLAND:** The Clack Lumber Co. here has been sold to the Bush Lumber Co. of Dallas and the name changed to that of the parent firm. Bill Terry has moved to Garland from the Dallas office to manage the branch. R. L. Goodson, Clack's former manager, will remain with the firm.



### DISPLAY UNIT SIMULATES SIDE AND ROOF OF HOUSE

An idea originated by the staff of the Longhorn Sash and Door Co. in Austin, Tex., has been developed into a compact merchandiser by the Ruberoid Co. It is now available to dealers throughout the nation.

Once a prototype was built, the Longhorn distributor placed several units in dealer showrooms for testing, especially where display space was at a premium. Ruberoid then refined the pattern for mass production and added eye-catching color.

The result is a unit about 35" wide, 22" deep, and 40" high. One side is a double row of racks in which asbestos siding is stored on top and asphalt shingle sample boards on the bottom.

Front racks are for displaying siding and a top slanted like a roof. Samples of siding and roofing can be placed on the display to show how various color combinations will look. An entire line can be demonstrated in this way in minutes.

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•

SUGAR PINE

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DOUGLAS FIR

•

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*Mixed Cars to the Trade,  
Our Specialty*



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SMITH  
Lumber Company**

MILLS AT  
ANDERSON AND CASTELLA

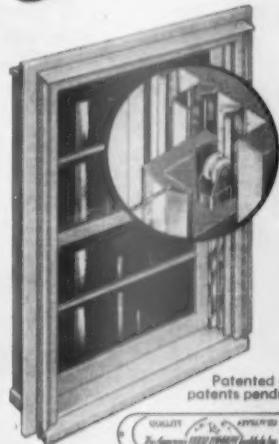
SALES OFFICE AT  
ANDERSON, CALIFORNIA

**What's New with You?**

This regional merchandising magazine is not  
only FOR YOU but we want more of it to be  
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ing material merchants in the South and  
Southwest informed as to the latest and best  
merchandising and operating methods. It also  
publishes significant news concerning indi-  
vidual dealers.

Whenever your firm is changing key per-  
sonnel, expanding its plant, adding new lines,  
you've got some news for other dealers and  
suppliers for this magazine. Send the facts to  
us, so we can publish them in DEALERS IN  
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## INVITING NEW TEXAS ASSN. OFFICES

Servants of the Lumbermen's Assn. of Texas are aligned above in the handsome, new headquarters offices at 304 First Federal Savings Building in Austin. From left, the personnel includes Norman Payne Jr., clerk; Miss Alice

Miller, stenographer; Vincent Ogletree, assn. secretary; Gene Ebersole, executive vice-president, and Miss Tillie Smith, convention secretary.

The office of Manager Ebersole, this room features walls of perforated hardboard. On them are seen pictures of all LAT dealer presidents, copies of currently available home-plan books, and mementoes of Ebersole's full and exciting life.

Comfortable furniture invites visiting and browsing through business magazines, such as SOUTHERN BUILDING SUPPLIES, which are kept handy on the maple table.

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## GEORGIA

ALBANY: The Capitol Supply Co. has opened a yard here at 1011 Oglethorpe Ave., in a new outlying shopping area. The new branch handles all types of building materials.

ATLANTA: Southern Building Products, Inc., has moved from Rogers Street, where it sprung up following the war as a subsidiary of John A. Johnson and Sons, Inc., New York house prefabricators. Its new location is at 320 South Howard Street, opposite the depot in Decatur. S. T. Anderson is the manager.

## KANSAS

WICHITA: Vandals damaged 100 bags of cement belonging to the Star Lumber and Supply Co. recently. The cement was in an unlocked railroad freight car.

INDEPENDENCE: W. J. Waltz is new manager of the Rock Island Lumber Co. He succeeded John L.





An order placed with TW&J for lumber or lumber products is handled with care and strict adherence to grade.

### ● Prompt Delivery on

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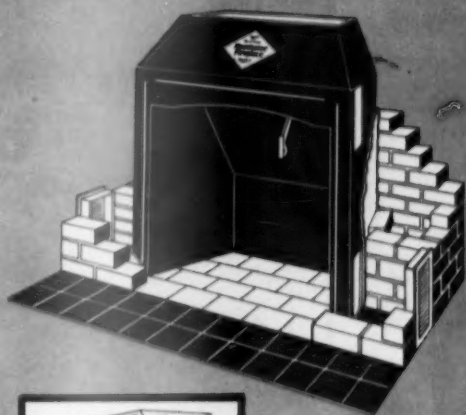
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**PRESSURE-SEAL  
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Loxgreen's patented **2-way-Pull Spring Latch** controls tension side-to-side and top-to-bottom. Loxgreen's exclusive **2-way Length Adjustment**—extra folds of screening and finger-tip controlled floating bar, assures perfect fit.



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Muller's objective—the best contractors' equipment for the lowest price—is achieved by: (1) specialization, (2) careful selection of materials, (3) experienced workmanship, (4) sound distribution methods.



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Five sizes, 2 to 9 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Power throwouts on smaller models, disc clutch on larger. Rubber scraper blades optional. \$180 to \$996 FOB Factory.



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3 models, 3 to 6 cu. ft., tilting type. Ample drums, fast mixing action. Timken Bearings, electrically welded construction. Electric or gasoline. \$230 to \$460 FOB Factory.



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2 sizes 29" and 34" dia., 1 1/2 and 2 1/2 HP B&S Engines. Stationary guide ring. Clutch and speed controls on handle.

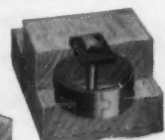
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**Tell Them YOU READ ABOUT IT IN  
Southern  
BUILDING SUPPLIES**

Bailey, who now travels for the Rock Island Wholesale Co.

**HAYS:** The Hardman Lumber Co. has a new 24' x 113' building. Manager Nick Wasinger said the building would be used as a supplementary lumber shed.

**WICHITA FALLS:** Bob Puckett recently was granted a building permit to put up a \$10,000 lumber yard and warehouse on Sheppard Access Road.

**MARQUETTE:** The B. B. M. Lumber yard here has been sold to Frank S. Carlson. He also owns the Carlson Lumber Co. in Lindsborg and the Burgner-Bowman-Matthews Lumber Co. in Kansas City, Mo.

**BELLE PLAINE:** The Rounds and Porter Lumber Co. became the Builders Lumber Co. on January 1. All Rounds and Porter yards have assumed this name.

**KINGMAN:** Kenneth Hinkle, who managed the Badger Lumber Co. and then the Houston Lumber Co., has moved to Colorado Springs to head the Miller Lumber Co. O. R. Bennington is new manager of the Kingman yard. He was transferred from the Houston branch at Cunningham.

**ROSEDALE:** The Rosedale Business Assn. recently installed Louis Schutte Jr. as president. He heads the Schutte Lumber Co.

**MONTEZUMA:** C. W. (Chet) Johnston has resigned as manager of the Fry Lumber Co. He has moved to Newton to take a similar position.

## WEST VIRGINIA

**CHARLESTON:** Hobart Newcomer, who formed his own firm three years ago, the Glen Elk Lumber Co., has dissolved it and accepted a position as general manager of the Kanawha Valley Lumber Co. He has been in the lumber business for 35 years.

## NORTH CAROLINA

**CHARTERS OF INCORPORATION** issued to: White and McDonald Lumber Co., Morehead City.

## OBITUARIES

**J. R. WILLIAMS,** 55. President, Williams Brothers Lumber Co., Atlanta, Ga.

**THOMAS ROBERT CAUTHERS,** 74. President, Home Lumber and Supply Co., Ashland, Kan., and 17 Oklahoma and Kansas branch yards.

**A. F. MACKLANBURG,** 71. Secre-

tary-treasurer and a founder of the Macklanburg-Duncan Co., Oklahoma City, Okla.

**DAVID A. SLAVIN,** 48. Executive vice-president, Houston Sash and Door Co., Houston, Tex.

**HARVEY V. TUCKER,** 62. Co-owner and manager, Adams Lumber Co., Denison, Tex.

**FRANK W. MURPHY,** 81. President, Farrar Lumber Co., Houston, Tex.

**WILLIAM OTTO DeTIENNE,** 54. Laddonia, Mo., lumber dealer.

**HENRY CHARLES BAKER,** 55. Vice-president, Planters Lumber Co., North Little Rock, Ark.

**WESLEY MORSE,** 79. President, Linden Lumber Co., Linden, Tex.

**CYRUS M. MURRAY,** 54. Vice-President, District Building Supply Co., Washington, D. C.

## Clinic for Builders

To learn uses of new building materials and better ways to estimate costs, some 75 employees of 75 construction firms in the Carolinas, Georgia, Tennessee, and Alabama, attended a technical clinic in Charlotte, N. C., on December 8. It was sponsored by the Johns-Manville Sales Corp.

## 12 Arkmo Lumber Yards Bought by 4 Employees

Four veteran managers who had served an absentee owner for over 25 years in operating the businesses have acquired the nine retail yards of the Arkmo Lumber Co. in Arkansas and Tennessee, and the three yards of the Arkmo Lumber Co. of Texas in Houston, Alvin, and Shreveport. They purchased the line firms from W. W. Stout, of California, who inherited them from his father.

The quartet of purchasers include Henry H. Jones, A. J. Matula, G. S. R. Sharp, and Grady Harrison. A lawyer, Jones joined Arkmo 35 years ago and continues as president, which position he assumed 11 years ago. The other buyers are all vice-presidents.

Matula joined Arkmo in 1920. Sharp, North Little Rock plant manager, started nine years later—shortly after Harrison joined the firm. Harrison is manager of the yards in Memphis and Union City, Tenn.

The Arkmo yards in Arkansas are located in Russellville, Lonoke, Hazen, Newport, Blytheville, and North Little Rock.

The firm has owned some 150 retail yards through the years, many of which have been sold to enterprising local managers. Recently, Arkmo has expanded its wholesale operations.

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One of our clients wants a man calling on or familiar with any 2 or more or all of the following classes of trade:

1. PLUMBING WHOLESALER
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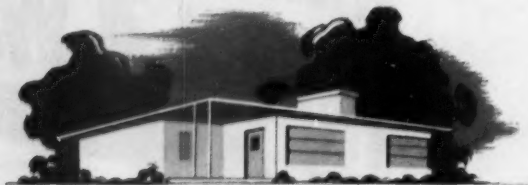
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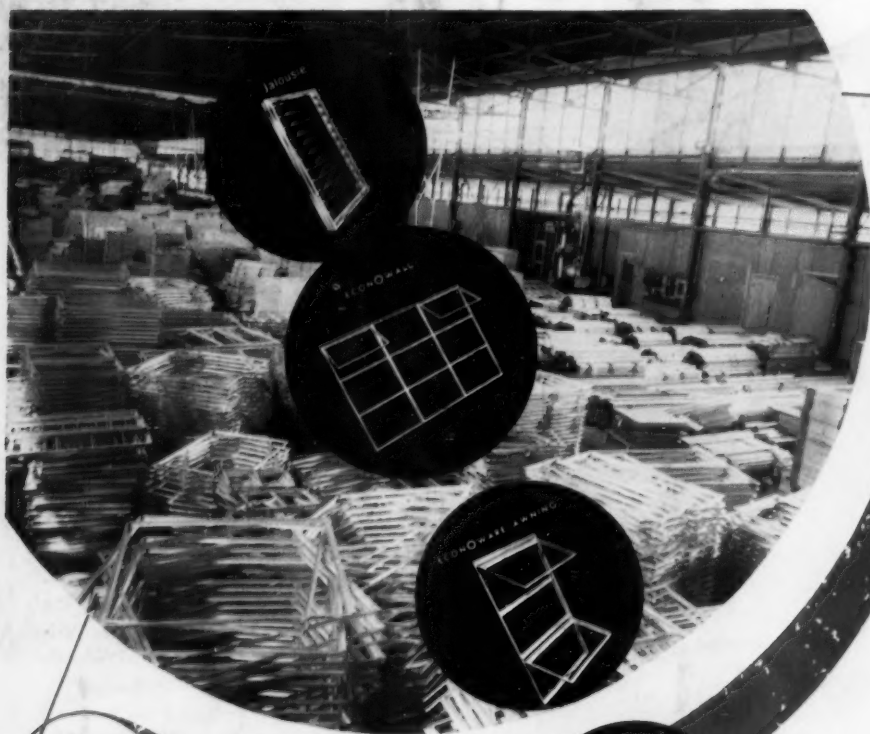
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